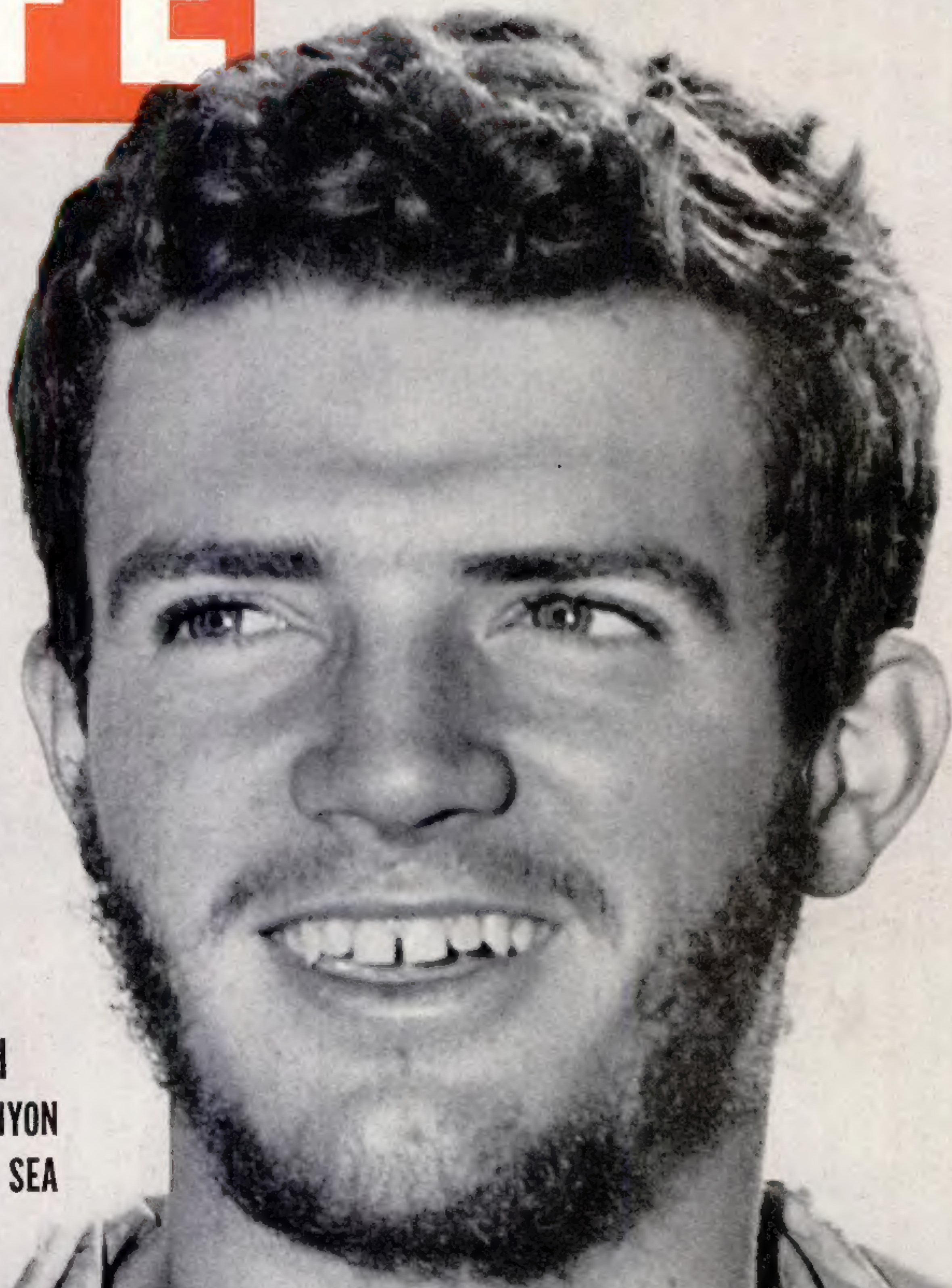


# LIFE

UPHEAVAL IN THE SOUTH:  
HOW IT AFFECTS CAMPAIGN



**JON LINDBERGH**

**SCIENTISTS FIND CANYON  
THREE MILES UNDER SEA**

20 CENTS

OCTOBER 27, 1952





We don't try to scare you  
with medical claims...

# Old Gold

cures just one thing...

## The World's Best Tobacco

We say boo! to all those nose-and-throat tests... with this reminder: No other leading cigarette is less irritating, or easier on the throat, or contains less nicotine than Old Gold. This conclusion was established on evidence by the U. S. Government.



She thought she'd never hear it . . . . . BUT SHE DID!



### It could be you . . .

It's wonderful how the correction of one little fault can sometimes change a girl's entire life. Take Laura, for example; past thirty, and not a prospect! "An old maid", people said. Indeed, Laura, herself, thought she would never hear the Wedding March played for her. But eventually she did . . . married a wonderful guy, too. But only because she chanced to overhear a remark that brutally brought home what her trouble\* had been . . . why she had been unable to hold a man. Laura's case is not a rare one. It could be anyone. It could be you!

# Listerine Antiseptic Stops Bad Breath

FOUR TIMES BETTER THAN CHLOROPHYLL

FOUR TIMES BETTER THAN TOOTH PASTE

**N**OTHING repels a man like halitosis (bad breath)\*. And everyone—even you—can be guilty without knowing it. Why risk offending needlessly . . . why take chances with lesser methods when Listerine Antiseptic is such a wonderful, *extra-careful* precaution against it?

#### Clinically Proven Four Times Better

Simply rinse the mouth with Listerine Antiseptic and bad breath is stopped. Instantly! Delightfully! And usually for hours on end. Never, never omit it before any date where you want to be at your best. A nationally known, independent research labora-

tory reports: Listerine Antiseptic averaged at least four times more effective in reducing breath odors than three leading chlorophyll products and two leading tooth pastes . . . stopped bad breath up to six hours and more. That is, up to three to four times longer than any of the tooth paste or chlorophyll products by actual test!

#### No chlorophyll, no tooth paste Kills odor bacteria instantly

You see, Listerine instantly kills millions of the very mouth germs that cause the most common type of bad breath . . .

the kind that begins when germs start tiny food particles to fermenting in the mouth. No chlorophyll, no tooth paste offers clinical proof like this of killing bacteria that cause bad breath.

So, when you want that *extra assurance* about your breath, trust to Listerine Antiseptic, the proven, germ-killing method that so many popular, fastidious people rely on. Make it a part of your passport to popularity. Use it night and morning and before every date. Lambert Pharmacal Company Division of The Lambert Company, St. Louis 6, Missouri.



Use the extra-careful Precaution against Halitosis (Bad Breath) . . .

**LISTERINE ANTISEPTIC**

Every week on Radio and Television Enjoy— "THE ADVENTURES OF OZZIE & HARRIET"— See your paper for time and station



# Life! It's wonderful here!



**T**HE road ahead skims gaily toward you—glides with satin smoothness beneath your wheels—disappears in the distance behind you with endless ease.

The world around you flashes serenely by.

You relax in living-room comfort. The seats are broad. The upholstery is rich. The cushions are deep.

There's no tension in your hands on the steering wheel—no tension in your foot on the treadle.

You can go on this way—for hour after blissful hour—for a long list of specific reasons—reasons which set a Buick apart from other cars.

Life's wonderful behind the wheel of a Buick because there's a mighty Fireball 8 Engine up ahead—doing its stuff so smoothly that you can hardly hear it.

Life's wonderful behind the wheel of a

Buick because a million dollars and more have gone into giving it a poised and level gait—a ride compounded of everything from big soft coil springs for every wheel to the way the engine is cradled.

Life's wonderful behind the wheel of a Buick because you have Dynaflo Drive\* to feed power with infinite smoothness and complete absence of buck or bobble.

Life's wonderful behind the wheel of a Buick because—if you wish—you can have Power Steering\*\* to take up the tug of slow-motion maneuvers—and silken the going for every mile you drive.

It's an experience you ought to know firsthand—and soon.

How about letting us give you a demonstration?

*Equipment, accessories, trim and models are subject to change without notice. \*Standard on Roadmaster, optional at extra cost on other Series. \*\*Optional at extra cost on Roadmaster and Super only.*

Sure is true for '52

WHEN BETTER AUTOMOBILES  
ARE BUILT

**BUICK**

WILL BUILD THEM

Two great television events:  
The TV Football Game of the Week  
every Saturday and Buick Circus Hour  
every fourth Tuesday.

SEE YOUR NEAREST BUICK DEALER



# Radically new as a jet engine...

**G.E.'S ULTRA-VISION** 267% more sensitive than previous sets. Most dramatic picture ever seen in television! The only 21-inch TV in the world with cylindrical-faced G-E Aluminized Tube, plus G-E optically-tilted dark tone safety glass plus G-E Stratopower chassis. Blacker blacks, whiter whites. New all-time high in picture contrast.



LUCILLE BALL: Star of CBS Television's "I Love Lucy."



Without aluminization, the standard TV picture results in grayed down blacks, murky whites. Weak contrast. Poor definition.

**ANYWHERE**  
GREATER POWER

**ANYPLACE**  
CLEARER PICTURE

**ANYTIME**  
LESS GLARE

—THAN ANY TV TESTED NATIONWIDE!

## 267% MORE SENSITIVE! **BLACK-DAYLITE TV**

WORDS won't tell you what G.E.'s new Ultra-Vision offers. But one look at the picture—at your G-E TV dealer's—side by side with any other TV and you'll know why it's the most talked-about advancement in all television! A picture so real, so clearly defined, so glare-free—it makes all other TV pale by comparison! Blacker blacks, whiter whites—the sharpest picture contrast of all time! New 21-inch G-E Black-Daylite TV with Ultra-Vision is not just outwardly new. It's new all through. Radically different in basic design.

This is no claim. This is what more than 20 top engineers proved when they put G-E Ultra-

Vision to work in over 250 of the toughest reception areas from Maine to California. And this is what *you* can easily prove to yourself when you witness the picture comparison your G-E TV dealer is waiting to give you—a startling and eye-opening showdown with any other TV make regardless of price.

Even if you already have a TV set and think it gives you a good picture—the G-E Ultra-Vision picture will completely amaze you! For the most challenging, revealing demonstration in all television you've got to see G.E.'s new Ultra-Vision! Do it today! General Electric Company, Electronics Park, Syracuse, N. Y.

**G-E TV prices start at \$199.95\***

\*Including Federal Excise Tax and one-year Factory warranty on picture tube and 90 days on parts. Price subject to change without notice.

Model 21C206—American Provincial in genuine black cherry veneer—

You can put your confidence in—  
**GENERAL  ELECTRIC**



This One



LKFD-53J-3JHE






SPRING GLORY



JOAN OF ARC



WEDGWOOD



BROCADE

Shown here, just 7 of the 15 inspired  
International Sterling patterns  
you'll see at your silverware dealer's.



## *How to plan a big Christmas\* on a small budget*

I KNOW there must be many young couples like John and myself . . . looking forward to their first Christmas together . . . longing to mark it in some special way . . .

. . . and wishing there were no such thing as a family budget!

Yet it was just because John and I *do* have to count our pennies that we found such a marvelous way out of our Christmas dilemma. You see, instead of frittering away money on small presents, we decided to buy just one important gift . . . something we *both* wanted.

Right away we agreed that that "something" would be International Sterling. For what could give us more lasting pleasure—or add more to the warmth and beauty of our home—than owning the finest solid silver ever made!

I'll never forget how much fun it was—Christmas

shopping *together*—discovering, among all the lovely International patterns, the one that surely was designed just for us.

And how exciting it will be when John and I sit down to Christmas dinner, and first use the gift we both wanted so much—our International Sterling silver!

• • •

Today, International Sterling is one of the greatest values your dollar can buy. This Christmas you can start collecting your service with the place-setting plan that fits your budget: 3 pieces for as little as \$13.75; 6 pieces for \$27.50; or four 3-piece place settings for \$55—all including Federal tax.

\*It's not too early to start planning *now* . . . to make this an "International Sterling Christmas" for yourself or someone you love.

## *International Sterling*

THE SOLID SILVER WITH BEAUTY THAT LIVES FOREVER!





# WORLD'S MOST EXCLUSIVE CLUB ADDS 12 NEW MEMBERS!



TROY RUTTMAN



JIM RATHMANN



SAM HANKS



DUANE CARTER



ART CROSS



JIMMY BRYAN



JIMMY REECE



CLIFF GRIFFITH



JACK McGRATH



JIM RIGSBY



JOE JAMES



BILL SCHINDLER



## CLUB ROSTER

Emil Andres	Art Cross	Jimmy Jackson	Mike Nazaruk	Bill Schindler
Billy Arnold	Bill Cummings	Joe James	Johnny Parsons	Wilbur Shaw
Bob Ball	Lewis Durant	Andy Linden	Kelly Petillo	Russ Snowberger
Henry Banks	Dave Evans	Doc MacKenzie	Ray Pixley	Jimmy Snyder
George Barringer	Myron Fohr	Johnny Mantz	Jim Rathmann	Babe Stapp
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Walt Brown	Chet Gardner	Jack McGrath	Jim Rigsby	Joel Thorne
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George Connor	Ted Horn			

Tops in professional prestige among racing drivers is membership in the Champion 100-Mile-An-Hour Club.

Since 1935 just 62 have qualified by completing, *without relief*, the full 500 miles in the famed Indianapolis Memorial Day Classic at an average speed of 100 miles per hour or better.

Champion Spark Plugs were the confident choice of 56 of the 62 club members. This almost unanimous preference by the racing elite points an emphatic fact for every performance-minded motorist: for championship performance in your car, you need Champion Spark Plugs.

CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

**FOLLOW THE EXPERTS—CHOOSE THE SPARK PLUGS**

## CHAMPIONS

USE!



Troy Ruttman, winner of the 1952 Indianapolis 500 Mile Race at the record-breaking speed of 128.922 M.P.H.





DOCTORS AND NURSES KNOW  
How "Nerves" Cause Headaches...

# Bromo-Seltzer Best for 9 out of 10 Headaches



**Clinical Proof That Bromo-Seltzer Is Best.** Here is proof that Bromo-Seltzer is best for 9 out of 10 headaches. Recent clinical tests show that 9 out of 10 headaches are associated with nerves. Headache specialists and neurologists substantiate this important medical fact.



**Only Bromo-Seltzer Gives Full Headache Relief.** No other leading remedy can do for you what Bromo-Seltzer does... for only Bromo-Seltzer gently soothes nerves and relieves pain at the same time. That is why sparkling, refreshing Bromo-Seltzer is best for 9 out of 10 headaches.



**Next Time Headache Strikes—Do This:** Put a heaping teaspoonful of Bromo-Seltzer in a glass, and half fill with cool water. Remember: Medical science shows that Bromo-Seltzer is best for 9 out of 10 headaches—because it gently soothes nerves and relieves pain at the same time.



**BETTER FOR  
UPSET STOMACH TOO!**

Bromo-Seltzer contains the finest ingredient known to doctors for the relief of stomach distress, plus another ingredient to relieve nervous tension so often associated with upset stomach. So, for upset stomach, as well as headache, keep Bromo-Seltzer handy. For best results use cool water. Follow the label; avoid excessive use.



The sensational discovery by **HOUBIGANT**

...**LIQUID SKIN SACHET**...the "Perfume that Clings"

**now** in **3** treasured fragrances!

**Introduced by Houbigant**, this magic new kind of perfume is a creamy liquid—made with a lasting *sachet* base, in which essential perfume oils are carefully concentrated. Because Houbigant's revolutionary new base has such an enduring rate of diffusion, the perfume of Liquid Skin Sachet clings hour upon hour . . . stays lastingly fresh and fragrant! So great is the acclaim for "perfume that clings," that Houbigant now presents this amazing perfume discovery in three luxurious fragrances!



*Chantilly*

feminine as lace . . .  
gay as bubbling  
champagne



**LE PARFUM IDÉAL**

exotic and  
deeply exciting



**QUELQUES FLEURS**

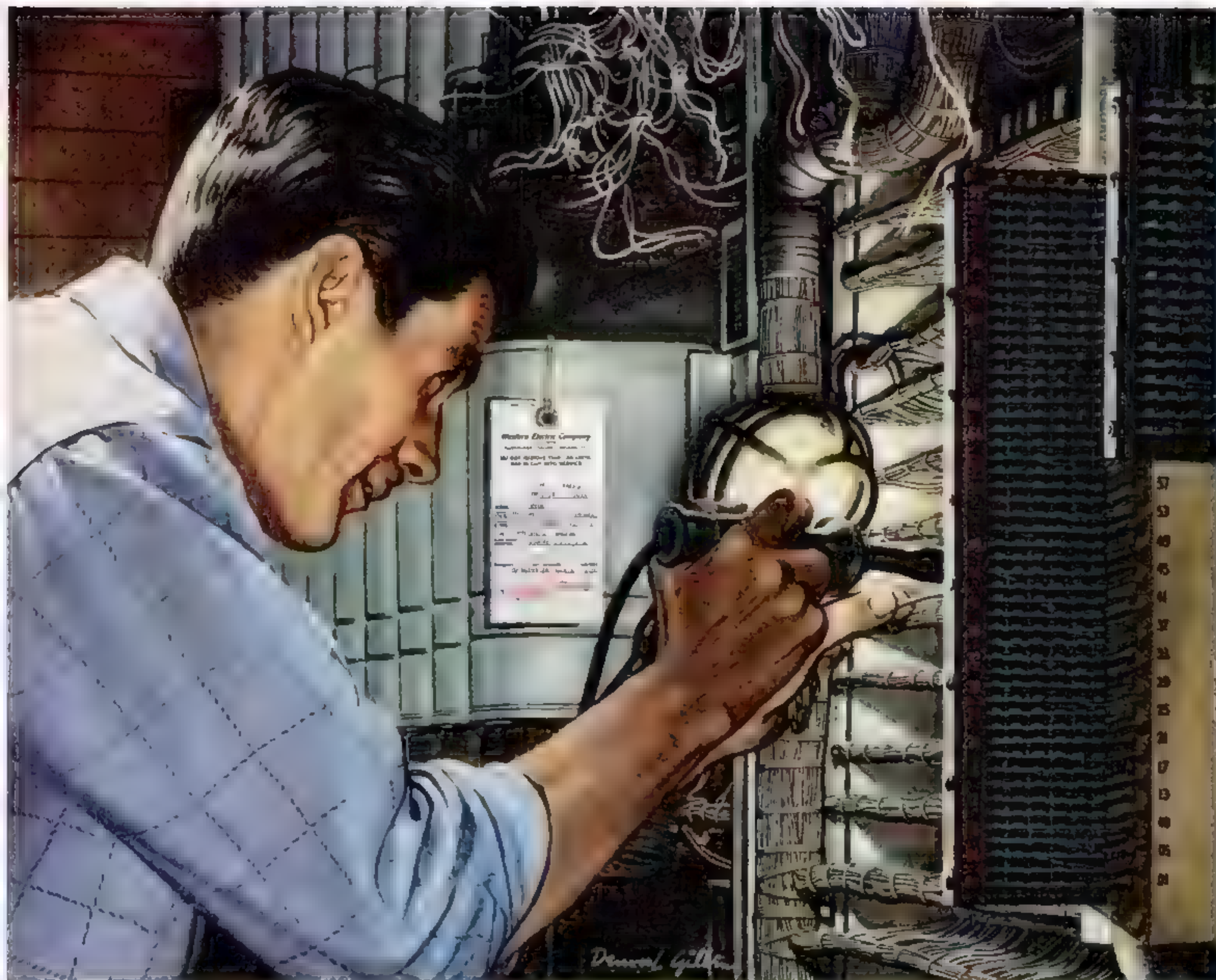
appealing as a  
bouquet of  
fresh blossoms



**To apply Houbigant Liquid Skin Sachet . . .** Smooth a few drops over your skin . . . especially at the wrist, the bend of the arm, behind the ear, along the throatline, under the neckline. With every pulse-beat, the deep warmth of your body brings to life the fragrance of this exciting new kind of perfume . . . *the perfume that clings to you . . . everywhere you go!* You owe it to yourself to enjoy it today! Houbigant Liquid Skin Sachet—in your choice of three lovely fragrances—is only \$1.85, plus tax, at better stores everywhere.

**HOUBIGANT** . . . *Perfumers Since 1775*





## Another muscle in America's arm

**H**ERE'S a Western Electric installer. He's connecting more telephone equipment at an aircraft plant so more war planes can speedily be put into our skies. Each telephone added, every new bank of equipment installed, makes America stronger. At Western Electric we're working hard at the urgent job of producing these things. It's our *regular* job because we're the manufacturing unit of the Bell System.... have been for seventy years.

But beyond this, the specialized skills gained in a lifetime of telephone work are now more and more being called on by America's armed forces. For them we are making such electronic marvels as radar fire control systems for anti-aircraft and naval guns, for bombers, for guided missiles.



MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM



# Van Gab

America's favorite *gabardine* sport shirt

... *completely, completely, COMPLETELY WASHABLE*  
in any and all suds

You don't have to pamper Van Heusen's VAN GAB — it's the gabardine that *loves* to be washed. Keeps its new look in any suds—no matter how often you wash it.

You'll like its rich, silky-smooth rayon gabardine—its comfortable collar that looks great open or closed . . . with or without a tie. And Van Heusen's VAN GAB is styled in the smartest of washable fall colors.

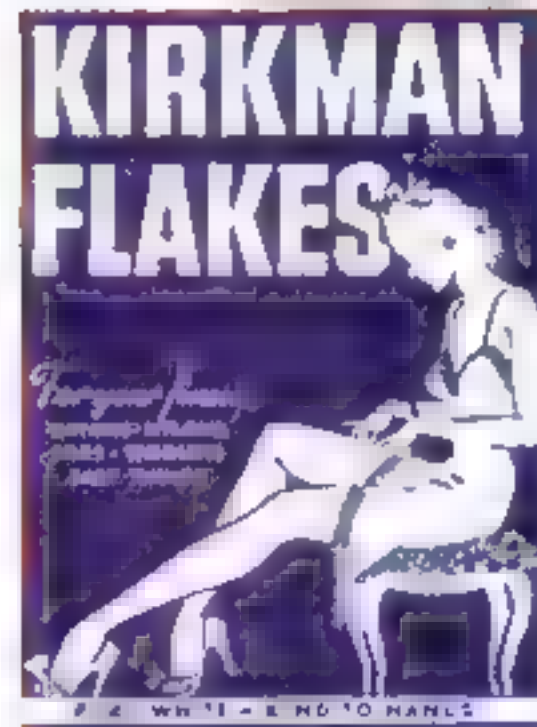
only \$4.95



## Van Gab

*gabardine sport shirts by*

# Van Heusen®



Phelps-Jones Corp., New York 1, N. Y. Makers of Van Heusen shirts • Sport Shirts • Ties • Pajamas • Handkerchiefs • Underwear • Swimwear • and the famous Van Heusen Century Shirt with the soft collar that won't wrinkle ever.



No matter what else  
you take  
**FOR**  
**COLDS**  
YOU NEED

**BAYER**  
**ASPIRIN**  
**FIRST!**

TO RELIEVE PAIN  
AND DISCOMFORT

FEEL BETTER FAST!

NEW NIBBLE-SIZE  
CHOCOLATE PEPPERMINT PATTIES  
Welch's Junior Mints

Italian  
Balm  
best lotion for busy hands

BRIGHTER  
SHINES  
½ THE RUBBING  
WITH  
**KIWI**

SHOE POLISH

Covers Scuff Marks  
Gives Shoes Richer Color

KIWI quickly buffs up into a brilliant  
lustre, without hard rubbing. And  
KIWI shines come back again and  
again with just a quick brush up.

SPECIAL OFFER! For generous-size  
sample of KIWI, tear out this ad and  
mail with 10¢ in coin and your name  
and address to: Kiwi Polish, Dept. L,  
P.O. Box 475, New York 46, N.Y.  
Offer limited—1 per family. Closes  
December 14, 1952. Send today!

KIWI  
Shoe Polish



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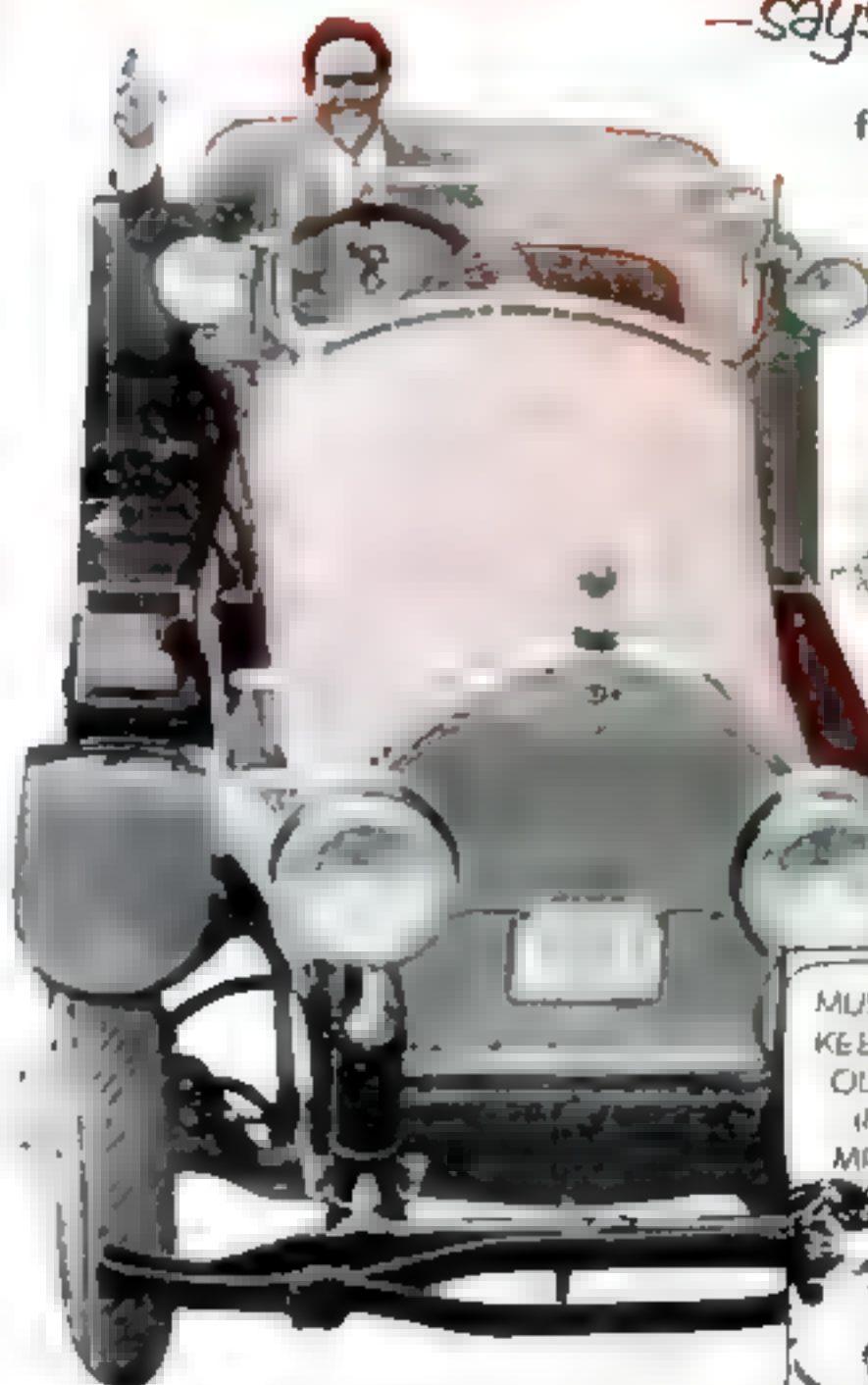
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"Young or old—any car  
deserves the best of care"

—says James Melton

famous singer of radio, television,  
screen and opera.



The Melton Museum, in  
Norwalk, Connecticut,  
housing James Melton's  
outstanding collection of  
historic motor cars.

MUST BE A JOB  
KEEPING THESE  
OLD-TIMERS  
IN SHAPE  
MR. MELTON!

NOT TOO BAD! TAKE  
THIS 1920 STUTZ BEARCAT  
—A SPECIAL FAVORITE  
I'VE EQUIPPED IT WITH A  
PUROLATOR® OIL FILTER  
TO KEEP THAT BIG ENGINE  
HEALTHIER, LONGER

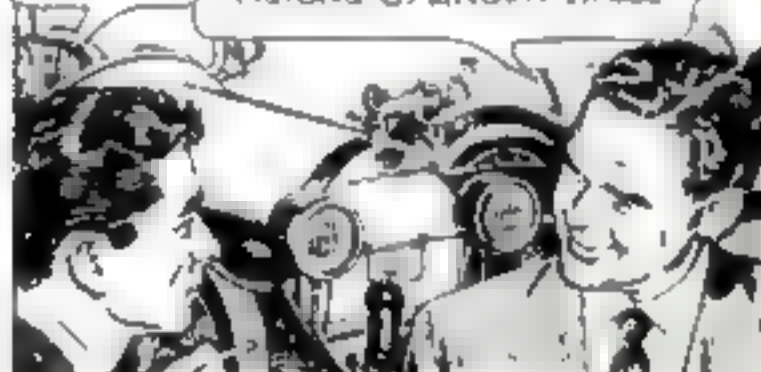


AN  
OIL FILTER  
—WHY?

TRADES ABRASIVES AND SLUDGE  
OUT OF THE OIL STREAM BEFORE  
THEY CAN DAMAGE BEARINGS,  
PISTONS CYLINDER WALLS

SAY, MAYBE I  
NEED AN OIL  
FILTER IN MY  
CAR!

CHANCES ARE YOU HAVE ONE  
—MOST MODERN CARS DO.  
LET'S TAKE A LOOK



IS THAT IT?  
GOSH, IT'S LOADED  
WITH MUCK!

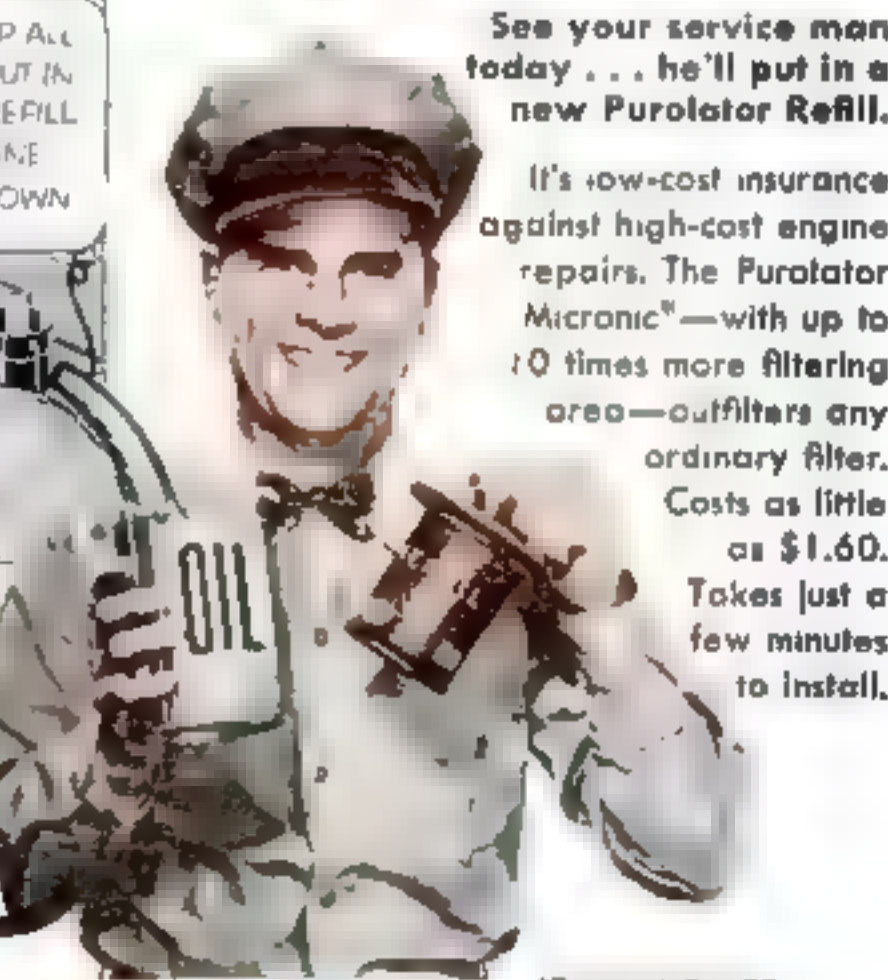
THIS FILTER'S CHOKED-UP ALL  
RIGHT YOU'D BETTER PUT IN  
A FRESH PUROLATOR REFILL  
IT'LL KEEP YOUR ENGINE  
CLEANER, HOLD REPAIR BILLS DOWN



See your service man  
today... he'll put in a  
new Purolator Refill.

It's low-cost insurance  
against high-cost engine  
repairs. The Purolator  
Micronic®—with up to  
10 times more filtering  
area—outfilters any  
ordinary filter.  
Costs as little  
as \$1.60.  
Takes just a  
few minutes  
to install.

CHECK YOUR OIL FILTER  
EVERY TIME YOU  
CHANGE YOUR OIL



**Purolator**  
(ENGINEERED FOR EVERY MAKE OF CAR)  
**Micronic OIL FILTER**





# \$10,970.00 IN PRIZES

## 272 WINNERS in this BIG "TELL IT TO BETTY CROCKER" Contest

### IT'S EASY TO ENTER!

#### HERE'S ALL YOU DO:

Just see the General Mills Tru-Heat Iron and Steam Ironing Attachment combination and the Automatic Toaster at your favorite store. Select either the combination or the Toaster to write about. Then, simply write Betty Crocker—in 25 words or less—why you would like to own it. 136 separate prizes will be awarded in each division.

### NOTHING TO BUY!

## 2 BIG SETS OF PRIZES!

### 136 AWARDS FOR WINNING TOASTER ENTRIES

1st PRIZE . . . \$2,500.00 in cash  
2nd PRIZE . . . \$1,000.00 in cash  
3rd PRIZE . . . \$250.00 in cash  
8-4th PRIZES . \$100.00 in cash  
25-5th PRIZES, General Mills  
Automatic Toaster. . . . \$22.95  
100-6th PRIZES, Betty Crocker  
Picture Cook Book. . . . \$3.50

### 136 AWARDS FOR WINNING IRON ENTRIES

1st PRIZE . . . \$2,500.00 in cash  
2nd PRIZE . . . \$1,000.00 in cash  
3rd PRIZE . . . \$250.00 in cash  
8-4th PRIZES . \$100.00 in cash  
25-5th PRIZES, General Mills  
Tru-Heat Iron and Steam Ironing  
Attachment. . . . . \$23.90  
100-6th PRIZES, Betty Crocker  
Picture Cook Book . . . . \$3.50



### General Mills Tru-Heat Iron and Steam Ironing Attachment

A steam-and-dry iron that makes real sense! Comes apart for lighter, faster ironing. Use combination for easy pressing, steam ironing. Lift out Tru-Heat Iron for *regular* ironing. Iron is shaped for speed—irons backward as easily as forward—rests on its side.

### General Mills Automatic Toaster

Pops toast extra-high so even small-sized breads are easy to remove. Exclusive double automatic thermostat assures dependable edge-to-edge browning every time. Rich, handsome styling. Hinged crumb tray for easy cleaning. All three General Mills Home Appliances are sponsored by Betty Crocker.

### RULES FOR GENERAL MILLS HOME APPLIANCE "TELL IT TO BETTY CROCKER" CONTEST

1. On official entry blank complete in 25 additional words or less, either "I would like to own a General Mills Tru-Heat Iron and Steam Ironing Attachment because . . . ." or, "I would like to own a General Mills Automatic Toaster because . . . ." Sign your name. Also print your name and address. Mail to BETTY CROCKER, Post Office Box 1700, Minneapolis, Minnesota.
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3. Entries must be post marked not later than November 24, 1952 and received by December 8, 1952.
4. Toaster and Iron entries will be judged separately on the basis of originality, uniqueness, aptness of thought and clearness. Each entry must be the original work of the contestant submitted in his own name and with his own signature.
5. Judges' decisions are final. Only one prize will be awarded to members of a household. Duplicate prizes in case of ties. Entries become the property of General Mills, Inc.
6. Contest is open to all residents of continental United States except employees and families of employees of General Mills, Inc., its advertising agencies and the organization handling and judging the contest.
7. An official list of the prize winners will be available approximately 6 weeks after the close of the contest to all who send in a request accompanied by a stamped, self-addressed envelope to General Mills, Inc., 623 Marquette Ave., Dept. 235, Mpls., Minn.

**HURRY! CONTEST CLOSING NOV. 24, 1952**

Get your Official Entry Blank at your  
**GENERAL MILLS APPLIANCE DEALER**



# LETTERS TO THE EDITORS

## SENATOR NIXON'S STORY

Sirs:

Ho hum! You play the violin while I turn the pages. The Nixon television show, and your subsequent coverage of it, was the corniest melodramatic junk I've ever read ("Nixon Fights, Wins and Weeps," LIFE, Oct. 6).

The idea of having the whole country sit on its side with smiling approval isn't even good enough for a B-grade Hollywood film. The big incident was straight from *Fast Lane*, and when he declared he had borrowed \$500,000 he was ready to buy another box of popcorn.

ARLENE SHAPIRO

Austin, Texas

Sirs:

As a Nixon fund contributor who is neither wealthy, influential nor social register, I want you to know that fund was public knowledge from its inception. With multiple government agencies spending unlimited tax money to turn out secret propaganda, since it is essential to present a distorted picture of government origin, I consider Senator Nixon best able to put forward that information.

ROBERT O. HUSTON

Annandale, Va.

Sirs:

I thought there was some fellow named Steven A. Hanson or Al Stevanson running for president on the Democratic ticket. But after reading your Oct. 6 issue, I guess I must be wrong. I was sitting out Republicans.

ALLEN LESLIE

Beverly Hills, Calif.

Sirs:

I know you boys are trying to sell like to the voters of America, which is well and good, but what kind of a "fair coverage" ratio do you call this week's maneuver of 6 and 2/3 pages like add Nixon to a "big Steve"?

MRS. WILLIAM R. BLAIR

Peoria, Ill.

● LIFE's editorials, which by definition are an expression of opinion, do support the Eisenhower-Nixon ticket. In its factual reporting, however, LIFE hopes to achieve interesting and complete coverage of the campaign and has no intention of achieving this with an artificial mathematical balance of pages. The biggest political news of the week in question—both to Republicans and Democrats—was the Nixon story. The letters on LIFE's coverage and

editorial indicate that the readers did not all think it was pro-Republican news by any means. The editors do express opinions in the selection of articles but they are opinions on the significance of the material rather than on whether it advances one cause or another. Some readers naturally will disagree with these opinions. In this issue, for instance, Republicans may feel that the photo-essay on the East Bronx, which shows how the party in power maintains a hold on big city areas, is pro-Democratic. Or Democrats may feel that Robert T. Elson's article on the South furthers the Eisenhower cause. LIFE simply regards the two articles as analyses of situations that exist.—ED.

## EDITORIAL

Sirs:

" Ike's Command Decision" (LIFE, Oct. 6) is a masterly demonstration of how to make a point with a point to make. What LIFE calls Ike's "command decision" "combining moral principle with inspired common sense" was actually inactivity.

You praise Ike for "his decision not to decide too soon." My lawyers are at work now to decide whether or not to decide whether or not a decision not to decide is a decision.

JOSEPH FURKES

New Cumberland, Pa.

Sirs:

Are you favoring four years of having every issue obscured in a haze of non-decision to cheap emotion?

G. H. WEIR

Bakersfield, Calif.

## A FENDER'S FLICK

Sirs:

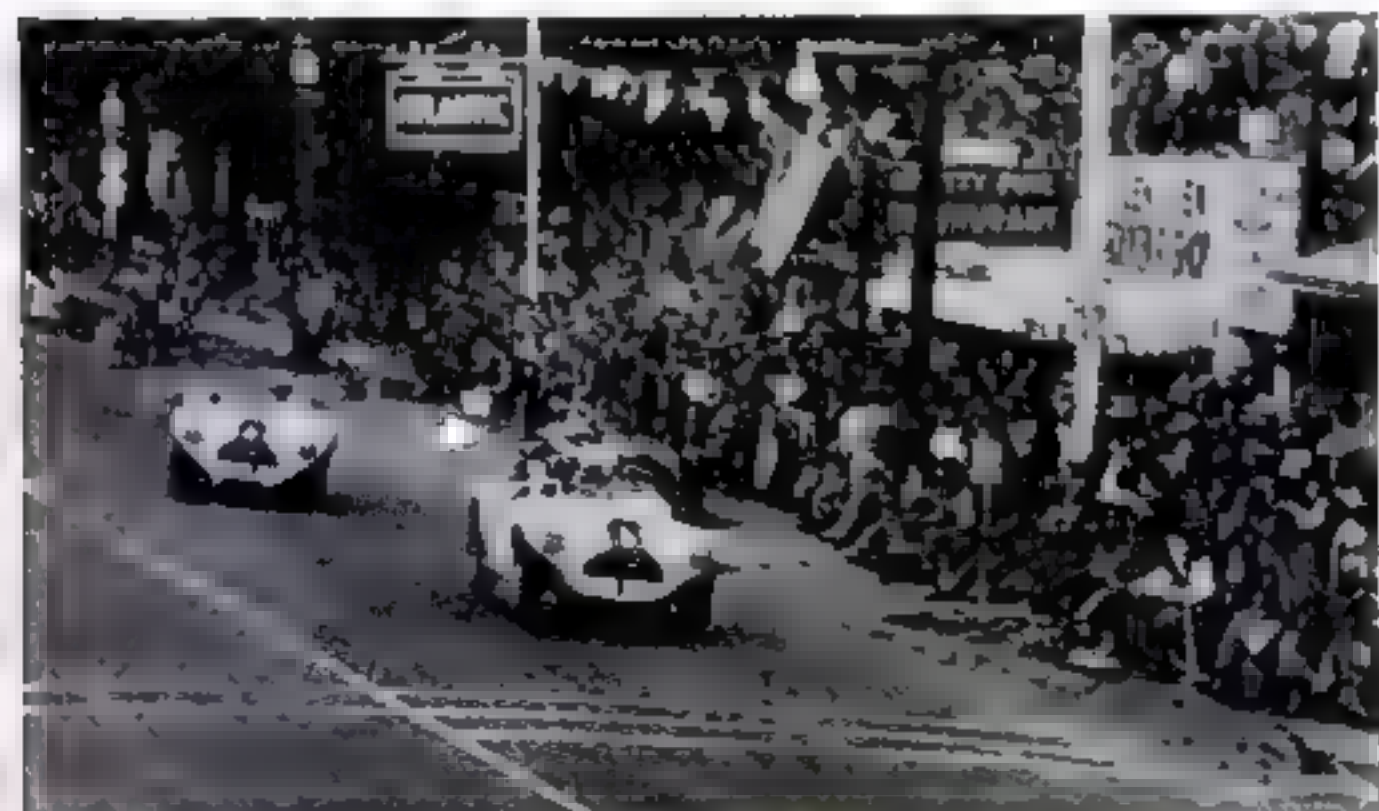
After studying "A Quick Flick of the Fender" (LIFE, Oct. 6) it appears to me that the spectators had stepped beyond the rope barricade, which is placed for their own protection, and were standing dangerously close to the race course when hit.

DONALD H. BOBERICK

Pasadena, Calif.

● The photograph below, taken a bare instant before the accident, shows that while spectators were pressed against the rope they were back from the curbstone. Wacker's car (arrow), already on the sidewalk, plowed into the crowd 25 feet farther on, by the pole.—ED.

CONTINUED ON NEXT PAGE



WATKINS GLEN AUTOMOBILE RACE JUST BEFORE ACCIDENT

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## LETTERS TO THE EDITORS

### FLYING LIGHTNING

Sirs:

Your picture, "Low-Flying Lightning" (LIFE, Oct. 6), reminded me of this shot I took at Lugano, Switzerland. I set up the camera to record the lights of the funicular railway on Mount San Salvatore. While the shutter was open the flash came. The flash landed rather close to the line of the railway lights as if one might be a continuation of the other.

C. F. DAVIS

New York, N.Y.



LIGHTNING OVER LUGANO

### BONES

Sirs:

Perhaps no greater collection of photographs will ever be published in LIFE than those of Andreas Feininger on "Bones" (LIFE, Oct. 6).

They are much more powerful than a thousand sermons in their simple truth and beauty...

J. LOUIS COBB

High Point, N.C.

### PRINCIPAL'S ORDEAL

Sirs:

You probably do not know the extent to which your story on overcrowded P.S. 61 ("A Principal's Ordeal," LIFE, Oct. 6) has already moved the Board of Education and other city planning departments. The P.T.A. and others close to the problem are con-

CONTINUED ON PAGE 10

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Season with Morton's...more people do



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PLAIN OR IODIZED



Only the

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*Give Sunbeam  
and you give  
the finest*



All you do is drop in the bread  
Bread lowers itself automatically,  
no levers to push  
Toast raises itself silently,  
without popping or banging

This is the sensational new toaster that has completely changed people's conception of what an automatic toaster should do.

No levers to push—no popping or banging. Just drop in the bread and let the Sunbeam take over. This turns on the current and the bread silently lowers. When perfectly toasted, the current turns off and the toast comes up silently. It's *that* sensational!

Only the new Sunbeam has Radiant Control that regulates the toasting *automatically*, depending on the bread. You can take slices directly from the refrigerator and the Sunbeam will toast them a little longer than if they were dry. If the slices are thin it toasts them quicker than thicker slices.

Ask your dealer to demonstrate the new Sunbeam Toaster for you.

Only Sunbeam has patented **RADIANT CONTROL**

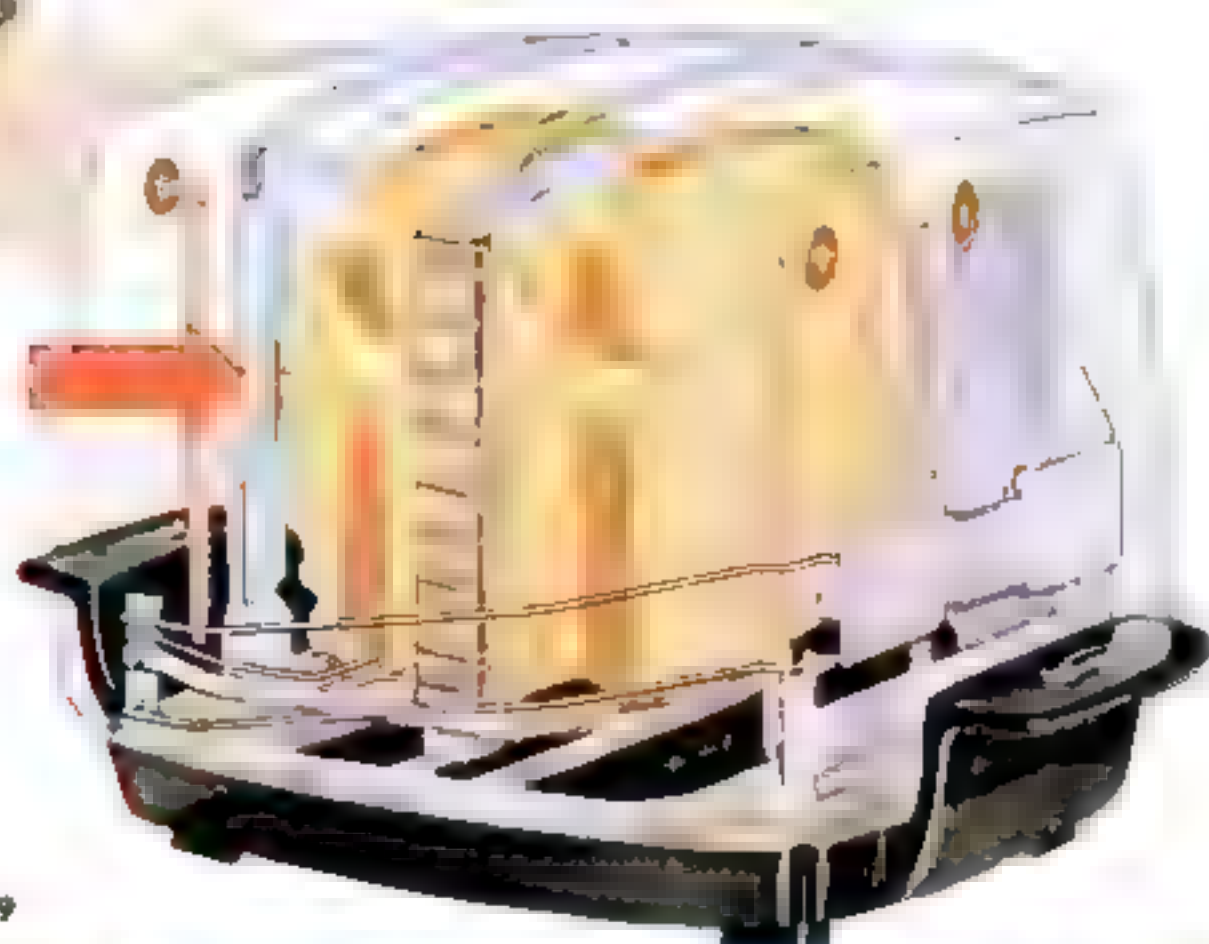


No levers to push

**Automatic Beyond Belief!**

The toasting is always the same no matter what kind of bread you use. The heat radiated from the surface of the bread actuates the exclusive Radiant Control thermostat. That's why you always get the same uniform golden toast you want whether the slices are moist or dry, cold or warm, thick or thin. Only the Sunbeam has it.

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When you buy cotton tips...  
buy the dependable  
**JOHNSON'S** brand!

# LETTERS TO THE EDITORS

vinced that *LIFE's* presence pushed the school officials to immediate action. As of this week there was temporary relief provided by the removal of one entire grade to another school, but now bigger things are also in the cards. A new school building is once again a strong possibility though it had recently been tabled.

LEONARD R. SLESSMAN  
New York, N.Y.

**SHAW-CAMPBELL LETTERS**

Sirs,

George Bernard Shaw is our first genius since John Milton. His is the only decent name in the 20th Century, and he would be the first to admit it. Let's leave him alone with his private life ("Wicked Wicked Letters," *LIFE*, Oct. 6).

W. D. ASHBURN  
Chapel Hill, N.C.

Sirs:

Just finished Shaw-Campbell soupy letters. Between this and Ernest Hemingway's story *The Old Man and the Sea* I am tired of being bored, bored, bored by your dull *LIFE*, and I am happy, happy, happy my subscription is about at an end. Oh joy joy joy joy joy joy joy joy!

G. E. MILLER  
Pittsburgh, Pa.

**FAMILY KITCHENS**

Sirs:

Did you know that Jon Konigshofer is the designer of the \$20,000 kitchen in the Buckner house in "Kitchens for the Family" (*LIFE*, Oct. 6)?

Such a change of pace for the designer of the \$9,800 house (\$9,800 for the whole house, not just the kitchen) that appeared in *LIFE*, March 17 ("California Home Styles Invade Rest of U.S.")!

The latter is the design that makes practical sense to me.

TATE COULTHARD  
Oakland, Calif.

Sirs,

As a volume builder I want to thank you for your excellent kitchen article which has so many good ideas for builders no matter what the price range in which they work may be . . .

EARLE SMITH  
El Cerrito, Calif.

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# Eat!

Your lipstick really stays on...really stays creamy...even after eating!



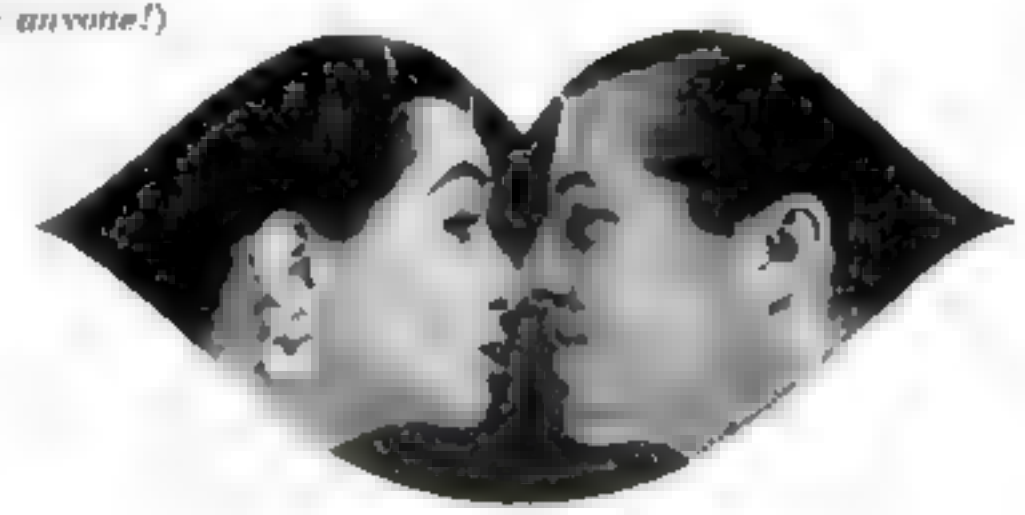
# Drink!

Your lipstick won't smear off on glasses, napkins, cigarettes!



# And be merry!

Your lipstick leaves no tell-tale traces on anything (or anyone!)



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Non-drying, too, because it's made with lip-softening Lanolite! Smooth it on. Let it set 2 minutes. Then blot thoroughly. Applied correctly, it's on for hours! And the colors! Not the thin, flat shades you find in ordinary indelible lipsticks—but a full range of 17 fabulous true-reds, blue-reds, pink-reds, orange-reds! Discover "Indelible-Creme" now! 1.10 plus tax

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## SPEAKING OF PICTURES . . .

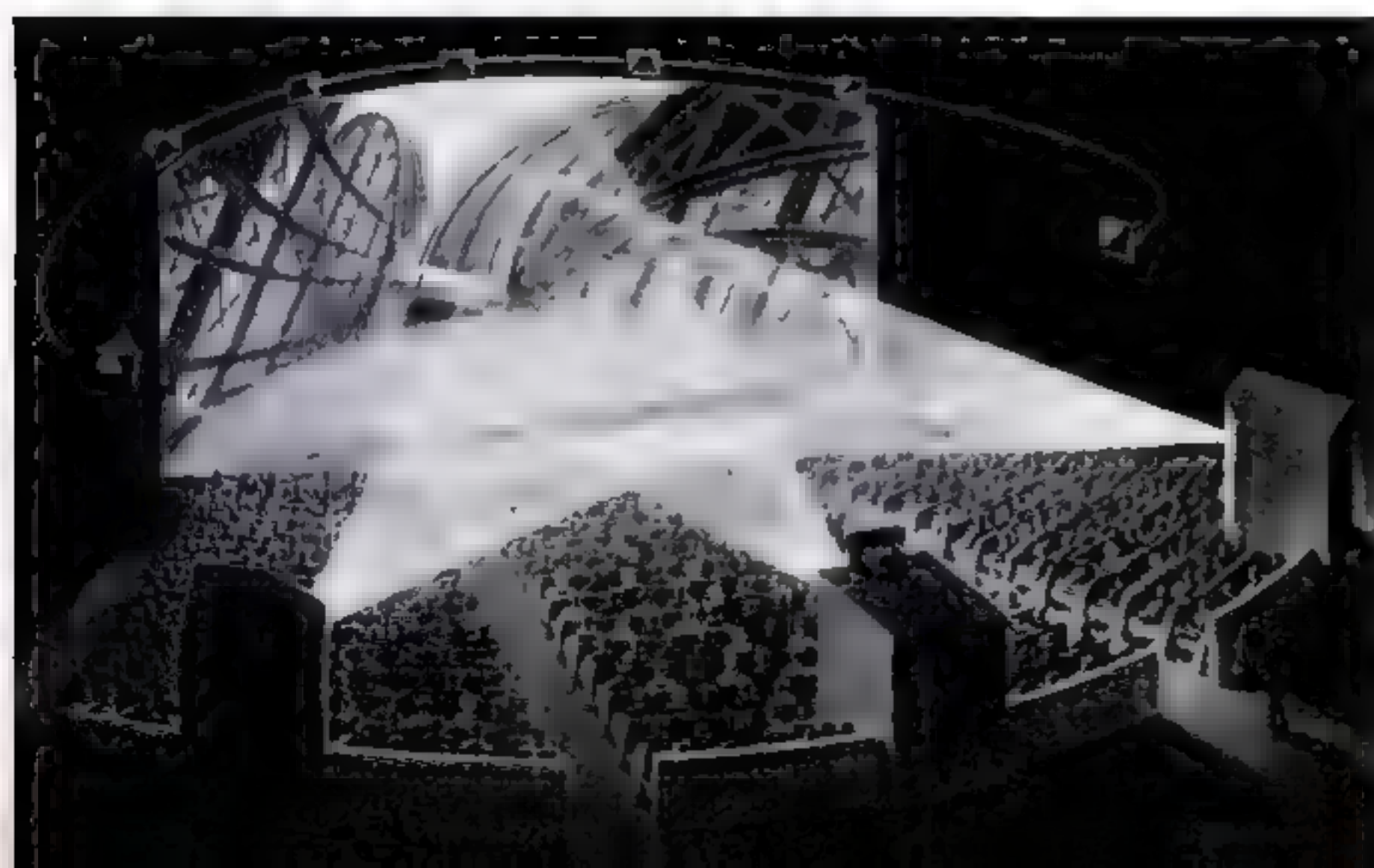
. . . Cinerama's wide, curved angle of vision gives terrifying realism to movies

The audience in the drawing above looks lost in the mazes of a roller coaster, but it is only seeing them on a movie screen, rendered fearfully realistic by the new device called Cinerama. Audiences squeal, reel and sometimes faint during this sequence. The screen is curved and so big (64x23 feet) that people can concentrate on only a part of it, seeing the rest out of the corners of their eyes, which is the way they see things in real life. Buffeted from all sides by realistic sound effects, they are convinced they are actually on a roller coaster going over its hellish humps.

Cinerama uses a camera with three 27 mm lenses set at 48° angles to

each other. These expose three strips of film covering a field of vision 146° wide and 55° high, little short of what the human eyes see—and over 4½ times as much as the conventional movie camera records. The strips are projected (*right*) from three synchronized projectors to form a continuous band on the screen. The device, invented by an old trick-film maker named Fred Waller, took 15 years and millions of dollars to develop. The first show in the new medium, a glorified travelogue called *This is Cinerama*, has opened in a New York theater, and unprecedented crowds are lining up for a look at the biggest new entertainment event of 1952.





**CINERAMA IMAGE**, as shown in this impressionistic drawing by Leventrost, is what a member of the audience sees. He feels as if he were sitting just behind the guardrail placed in front of the roller coaster's lead car.

**CINERAMA PROJECTORS** are carefully dovetailed and synchronized so that their images cover the whole screen. To keep a sharp line from appearing where the three images meet, tiny comblike bits of steel fit in each projector at the side of the film track and juggle up and down slightly blurring edges of film image. Loudspeakers behind screen and on side of the audience send sound effects from the directions in which they originally came when picture was shot, thus heightening audience's impression that it is actually in the midst of the action.



Biggest help  
for mothers since  
paper towels!



# Dixie Cups

... NOW IN HANDY HOME DISPENSER



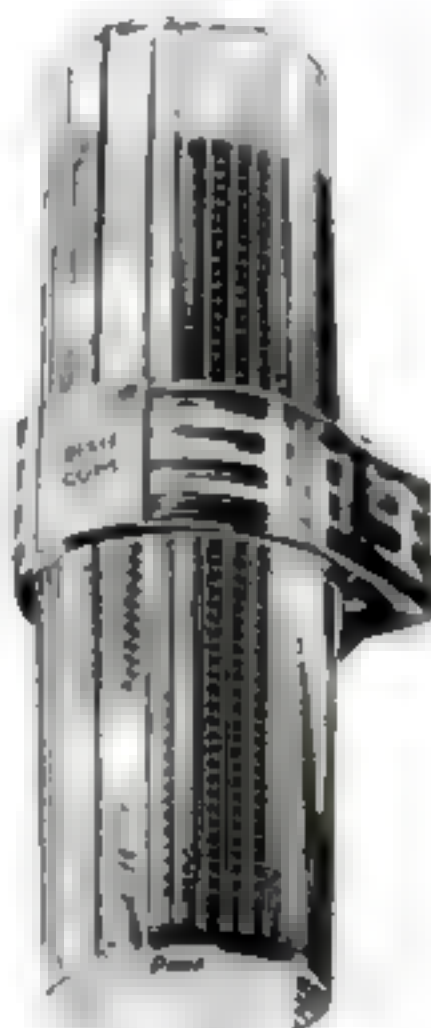
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Glassware



**SO HANDY**  
Drinks for Children  
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**SAFE FOR CHILDREN**  
Replaces Messy  
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Each Has His Own  
Clean Dixie  
Safe in the Sickroom



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ATTRACTIVE! INEXPENSIVE! EASILY MOUNTED!  
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Give You Every Day Dixie Cup Conven-  
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*If it doesn't bear the name Dixie ... it isn't a Dixie Cup*

DIXIE CUP COMPANY, EASTON, PA.

## CINERAMA CONTINUED



**CINERAMA SCREEN**, shown during a recording of music for the sound track, is made of 1,100  $\frac{1}{8}$  inch-wide strips of tape about  $\frac{1}{4}$  of an inch apart and set at an angle like overlapping louvers in a venetian blind. If smooth surfaced, light would bounce back from one side of curve to the other and distort the image. Louvers bounce reflections off through the slits to back of screen.



**CINERAMA CAMERA** is here mounted in a boat going through burning oil. Magazines housing three simultaneously exposed film are in back of camera.



**CINERAMA LIGHTS**, expensive items because there is so much space to be lit up at once, were flown to Milan to enable camera to shoot La Scala opera.



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FROM TOM SAWYER

# NO SPUNK WATER IN BRONX



FROM THE BRONX

In preparing this week's issue the editors of LIFE feel they have scored a victory over spunk water—our term for a state of mind from which all journalism, including our own, is prone to suffer.

The term comes from an incident a few years ago when LIFE, TIME and FORTUNE jointly sponsored an advertisement which showed a boy in the woods washing his warty hands in rain water from the hollow of an old stump. The ad began with the words, "You mean to say you never heard of spunk water for warts? Ask Grandpa—he'll tell you." Well, some months later FORTUNE Editor William H. Whyte Jr. was looking for some horrible examples of institutional advertising to put into a series of articles which later became a book, *Is Anybody Listening?*—and he found and gloried in the spunk water ad. Whyte points out that in the case of at least 30 million Americans, Grandpa could certainly not have told them about spunk water, which is strictly a U.S. legend, because Grandpa happened to be living in Italy, Germany or some other foreign country at the time. And even native-born grandparents would have had to come from a tiny section of Mississippi River country where the phrase spunk water actually was used

for rain water in a stump, and the water was actually believed to cure warts. For all practical purposes, spunk water is strictly a literary invention—it comes right from the pages of Mark Twain's *Tom Sawyer*.

The spunk water approach is not confined to journalism. All Americans tend to view their nation with a kind of rustic nostalgia that often bears little relation to the facts. We all tend to believe—and those of us who grew up in the biggest cities seem to believe it the most—that America is strictly a nation of little red schoolhouses, little white churches, church sociables, pie suppers, home-made apple butter, elm trees, Main Streets and porch swings.

The fact is that the majority of Americans now live in cities, and that the paved courtyard of the apartment house is now much more representative than the meadow behind the barn. And what makes this spunk-water week is that we have what we think is an exceptionally fine pictorial study of the big city—Cornell Capa's photos of the East Bronx in the story called *Melting Pot Politics* on pages 125 through 131. There is absolutely no spunk water in the East Bronx. But there is, even aside from the politics, a great deal of important modern-day Americana on view.

## CONTENTS

### COVER

JON LINDBERGH RETURNS FROM SCIENTIFIC VOYAGE (SEE PP. 139-142)

### THE WEEK'S EVENTS

KOREAN WAR BRINGS CAMPAIGN DEBATE AND FIERCE NEW BATTLES ..... 27  
FOOTBALL PLAYER GOES UPSIDE DOWN FOR DEAR OLD DUNMORE ..... 33  
U.N. ASSEMBLY MEETS IN ITS NEW HOME ..... 34  
STEVENSON TURNS ON THE HEAT ..... 36  
EISENHOWER GETS CANDIDATE'S VIEW OF COUNTRY ..... 38  
CRITICS DETECT LOW NOTE IN TRUMAN ATTACK ON EISENHOWER ..... 40  
RAILROAD HAS TROUBLE TOPPLING A TIPPLE ..... 42  
LIFE ON THE NEWSFRONTS OF THE WORLD ..... 45  
JERSEY SAYS NO SOAP TO HALLOWEEN ..... 64

### EDITORIAL

SOFTNESS TOWARD COMMUNISM ..... 32

### PHOTOGRAPHIC ESSAYS

CHICAGO'S FABULOUS COLLECTORS EARMARK ART FOR INSTITUTE ..... 90  
COLOR PHOTOGRAPHS FOR LIFE BY ARNOLD NEWMAN  
EAST BRONX PRACTICES MELTING POT POLITICS ..... 125  
PHOTOGRAPHED FOR LIFE BY CORNELL CAPA

### ARTICLES

EISENHOWER'S CAMPAIGN UNSOLIDIFIES THE SOUTH,  
by ROBERT T. ELSON ..... 68  
THE MUFTI, MYSTERY MAN OF ISLAM, SPEAKS, by JAMES BELL ..... 145

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### AVIATION

JET PILOT GETS STRATOGALLON HAT ..... 51

### SPORTS

OKLAHOMA GIRL TWIRLS WITH FIRE ..... 58

### MOVIES

DANCE PUTS LASS IN THE BRASS SECTION ..... 104

### FASHION

LONG-HAIRED FUR HEADS FOR ANOTHER HEYDAY ..... 107

### MEDICINE

THE END OF POLIO IS IN SIGHT AT LAST ..... 115

### RELIGION

ROSARY RALLY ENCOURAGES FAMILY PRAYER ..... 135

### SCIENCE

SCIENTISTS FIND MID-OCEAN CANYON ..... 139

### OTHER DEPARTMENTS

LETTERS TO THE EDITORS ..... 13  
SPEAKING OF PICTURES: CINERAMA'S WIDE, CURVED ANGLE OF  
VISION GIVES TERRIFYING REALISM TO MOVIES ..... 20  
LIFE GOES ON A RAPID SHOOTING PARTY ..... 154  
MISCELLANY: TOO LAZY TO LEAVE ..... 158

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The following list, page by page, shows the source from which each picture  
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22: HOWARD MODAVIS—CINERAMA PRODUCTIONS CORP.  
(2)  
25: BY CORNELL CAPA  
27: KUGL CABOT II MICHAEL ROUGIER  
28: 29 MICHAEL ROUGIER  
30: 31 MICHAEL ROUGIER, EXC. MAP BY RAFAEL PALACIOS  
32: DRAWINGS BY MATT GREENE  
33: PHILLIPS BUTLER FOR SCRANTON TIMES  
34: PHILIPPE HALTMAN, LISA LARSEN—A.P., INT  
35: LISA LARSEN  
36: 37: GEORGE SKADDING  
38: JOHN DOMINIS EXC. BOT. ST. LEONARD MCCOMME

39: JOHN DOMINIS EXC. BOT. LEONARD MCCOMME (3)  
40: CORNELL CAPA EXC. BY JOHN DOMINIS  
43: TOM MERRYMAN EXC. T. LT. CARL FRANKS  
45: DRAWN AC BY MATT GREENE—LOOM'S DEAN  
46: A.P. NEW YORK JOURNAL AMERICAN FROM INT.  
51: WAYNE MILLER, DRAWING BY MATT GREENE  
52: WAYNE MILLER, RUTH GLINN—WAYNE MILLER  
54: WAYNE MILLER  
56: THROUGH 59: A. Y. OWEN  
64: JOHN P. BIG COURTESY THE ELIZABETH AVENUE MER-  
CHANTS ASSOCIATION  
67: RALPH CRANE  
68: JOE COLOGNORI—FLOYD BRIGHT, JIM MORIARTY  
—JIMMY PRICE, JOHN ZIMMERMAN  
69: HANK WALKER

79: INT.—HARRIS & EWING, W.W., WALTER LAKE  
73: U.P.  
74: RALPH MORSE—JOHN ZIMMERMAN  
76: 81: A.P.  
82: JOHN DOMINIS  
84: JOHN ZIMMERMAN  
87: A.P.  
90: COURTESY OF CHICAGO ART INSTITUTE—ARNOLD  
NEWMAN  
102: COURTESY OF CHICAGO ART INSTITUTE  
104: JOHN SWOPE  
107: THROUGH 119: GORDON PARKS  
115: 116: ERIC SCHALL  
118: BOB LACKENBACH FINE CAL-PICTURES—ALBERT  
FERN (2)

121: ALBERT FERN  
125: YALE JOEL  
126: COURTESY FAMILY ROSARY CRUSADE (2)—ALBERT  
FERN  
129: DRAWING BY MATT GREENE  
130: MAP BY ST. TONY SODARO—DAVID WARREN—COURTESY  
LAMONT GEOLOGICAL OBSERVATORY  
142: CHARLES DRAKE—W.W.—CHARLES DRAKE  
145: EUROPEAN  
146: EUROPEAN—ELLIOTT & FRY, LTD.  
148: P. X  
151: EUROPEAN  
152: A. ABRAHAM JACOB AGHABEKIAN  
154 THROUGH 157: LISA LARSEN  
158: PARIS MATCH

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# LIFE

Vol. 31, No. 17    October 27, 1952



MARINE WITH JAGGED HOLE TORN IN HIS ARM BY MORTAR FRAGMENT IN FIGHT NEAR PANMUNJOM ASKS A UNIVERSAL QUESTION, "HOW BAD OFF AM I, DOC?"

## KOREAN ISSUE    OVER HERE A BITTER DEBATE RAGES, THERE AGAIN IT IS A BLOODY BATTLE

*Dread Autumn, harvest-season of . . . death.* The Roman poet Horace might have written this of Korea in October 1952. After more than a year of fruitless truce talks, bitter fighting had begun again. The battlegrounds had names so familiar they seemed a part of the homeland—White Horse Hill, Jane Russell Hill. And the fighting men, with the grim humor peculiar to the American GI (*see below, right*) were themselves reflecting another striking fact of the stateside autumn scene.

The war had become an issue—if not *the* issue—in the election. All Americans seemed to agree that the U.S. had had no choice but to resist the Communist aggression in Korea. The questions they argued everywhere were: How did we blunder into a situation that led to a war that seemingly we could not win? And how could we end the war?

On the first question the Administration was under Republican fire. In a speech made in 1950, six months before the Communist attack, Secretary of State Dean Acheson had left Korea outside the U.S. "defensive perimeter." This, the Republicans charged, had been an invitation to aggression. It was then that Mr.

Truman personally moved to strike a counter-blow. It was the military, not the diplomats, said the President, who had recommended that the U.S. quit Korea—and the man who had been Chief of Staff then had concurred in the fateful decision. His name was Eisenhower.

This was at best a half-truth. The true account was hardly that simple nor could it all be known, for much of it is still top secret.

The non-Truman version, told by General Eisenhower, was that the Joint Chiefs of Staff

recommended the U.S. quit Korea—in the event of *World War III*. Said he, "I didn't foresee that—three years later—the Secretary of State would translate that strictly military appraisal for war conditions into a peacetime political decision . . . [and] make it public to a potential enemy." Another general had also been asked whether the U.S. should withdraw—and if the South Koreans were able to police their country. General MacArthur had also said yes—but with his assent he had also urged "other considerations." He first warned that there was no likelihood of peace between the North and South Koreans, second that the Soviet Union was dead set against uniting the country under a non-Communist regime. Moreover he said that in event of a North Korean attack the South Koreans could not defend themselves. The first part of his answer was accepted. The warning was ignored.

To the second great question—how could we end the war?—no one, including General Eisenhower, had an answer. Transcending politics there remained a hard reality that would confront whichever man won the election. Men were still fighting and dying in Korea.



POINTED ADVICE with special regional emphasis is used in get-out-the-vote campaign in Korea.





**TIRED MARINES** with automatic carbines and wearing armored vests come back from a night of

patrolling near Punmunjom. They wear greasepaint on their faces as white skin makes a good night target.



**UNCONCERNED SOLDIERS** sit by a wall and read hometown newspapers, especially ads for things

they can't buy or use, while a few feet away is their smoke generator, a prime target for the Red artillery.



**AT A FORWARD HOSPITAL** the badly wounded get blood, oxygen and a plaster cast. Later they will get an airplane trip back to the States for Christmas.



**AT A MOBILE PX** which tours front-line with samples, two soldiers remember the home folks by placing orders which will be filled and gift-wrapped in Tokyo.



**PFC. LANG TELLS HOW OUTPOST WAS BESIEGED**

## FATIGUE, BOREDOM,

*LIFE* Photographer Michael Rougier, who took most of the pictures on these five pages, and Correspondent John Dille toured Korea last week after the heavy fighting broke out. They found these poignant scenes of fatigue, pain, unconcern—and boredom. But above all there was the kind of heroism described below by Dille.

Sometimes along the front there is a hell-for-leather fighter who thrives on danger. More often the hero is just a quiet kid who plans to stay alive. Pfc. Albert Lang, a soft-eyed Marine of 23 from North Hollywood, who wants to become an interior decorator, is that sort. On his own he had learned how to operate the platoon radio and this paid off when the Reds, whom the GIs once called "gooks" and now call "goonies," cut off his platoon for two days and nights at an outpost called "Frisco."

"Everything was okay," Lang said afterwards, "until they started dropping everything on us. It was terrific stuff. Mortars and artillery. We had to call for relief because we only had about a third of the men we started out with. But just as our relief platoon arrived, the goonies overran us. They must have killed 40 of their own men coming in under their own barrage. We were trying to leave when our gunnie (gunnery sergeant) said they were in





HIS STICK TRACES MOVEMENTS OF THE ENEMY

## PAIN AND HEROISM

our trenches right outside. The lieutenant went out to check. He got hit by grenades. We didn't have any weapons left. They were all busted by the Red artillery. The gunner said we'd light them with our fists. He and a couple of other guys went outside and got it from burp guns and grenades. I radioed for artillery right on our position because there were two or three hundred goonies running around outside laughing and screaming."

The artillery quieted the attackers but they kept moving in. When the Chinese discovered the men in Lang's bunker, they opened up with grenades and burp guns. These were stopped by sandbags but then an explosion blew the bags down. Lang then radioed for covering fire from the front-line machine guns. In the bunker the wounded cried for water. There was none, but there was a case of beer and, according to Lang, "we drank what we thought was our last beer. We couldn't see the goonies killing us and drinking our beer, too."

When the third of three rescue squads finally got to the besieged men there were 12 still alive. Some 30 other wounded men in the bunkers and trails nearby were brought back and saved. His battalion commander credits Lang with having saved about 40 men by calling for the right kind of help at the right time.



**TOO YOUNG TO VOTE**, Cpl. Jim Duffy (at briefing) has responsibility for leading squad in patrol.



**ON PASS IN SEOUL** three soldiers face the problem of nowhere to go and nothing to do. There are

no movies in town so they window-shop, get a shoe shine and end up just standing on the street corners





**SMOKE SCREEN** in front of White Horse Hill, laid down by generators, blinds Chinese artillery observers on crest who could otherwise pinpoint their targets

along the road (*foreground*) which is the main supply route of the 9th ROK Division. Chinese artillery has become increasingly effective in the current fighting.



**WOUNDED IN STOMACH**, a tough Korean rifleman waits for his turn with medics. He will not be taken out of the line but go back to combat as soon as his wound heals and he can walk and carry a rifle.

**BATTLE BY NIGHT** puts phosphorous shells on Chinese positions (*left*). At the right U. N. fires tracer bullets at White Horse Hill. The high-angle tracers show indirect fire from heavy machine guns.





## STEADFAST ROKs AND A FLAMING BATTLEFIELD

The bugles that always accompany a new Chinese attack blew loudest along the road from Chikwon, 50 miles south to Seoul. Twice before the Reds had poured down this road and the capital had fallen. Now they went after the two hill masses that stand astride the road, White Horse and Iron Horse (see map).

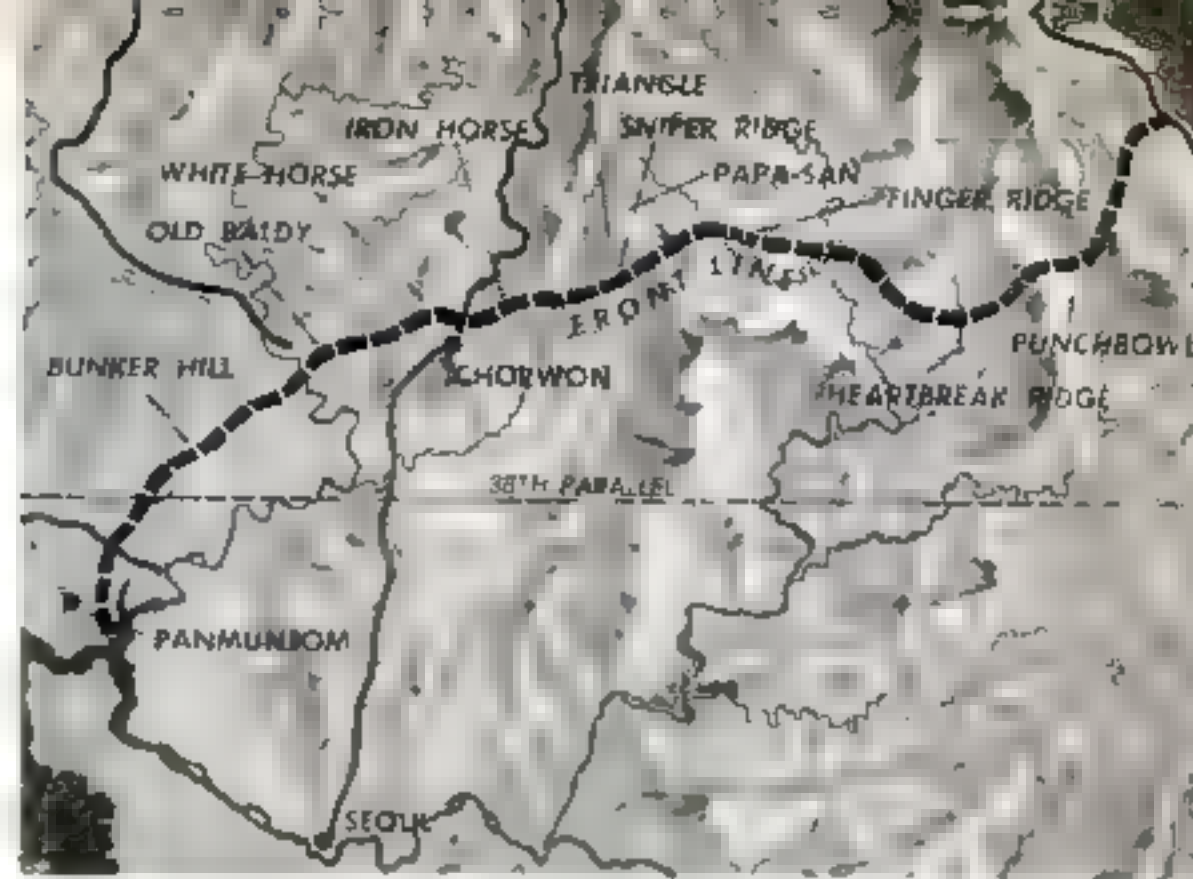
On these hills U.N. General Van Fleet had the 9th ROK (Republic of Korea) Division. In casualties the South Koreans had been full partners in the war. Their casualties totaled 149,600 (37,000 of them dead) while the U.S. had lost 121,150 (21,200 deaths). Many times before, Red attacks had broken ROK divisions and outflanked U.S. troops. But Van Fleet had confidence in these ROKs. For 18 months he had put them through a six-day week, 10-hour-a-day training course under U.S. instructors.

The Chinese had also done some building since the truce talks began. Their divisions were fresh and they had a full complement of artillery, mortars and even rocket batteries. They had probed U.N. outposts all summer, at Bunker Hill, Old Baldy and near Heartbreak Ridge. When they moved, on the night of Oct. 6, they were using their new strength to do

more than probe. Though not now out to break the U.N. line, they were after positions from which such an offensive could be launched.

In the first 24 hours of the fight for White Horse Hill the Reds threw 93,000 rounds in a day and night barrage. They followed with infantry, 20,000 men with grenades and burp guns. In a week of fighting as savage as any the war has known, the Chinese took White Horse 10 times, and 10 times the ROKs came back. Once, as the top of the hill disappeared in Red artillery bursts, the commander of the 9th ROK thought the battle lost, but a ROK lieutenant on the hill radioed, "We're still here. Send us more ammunition and we will stay."

Van Fleet praised the ROKs for "as fine a job as I've ever seen . . . over superior odds in manpower." Fiery President Syngman Rhee is so proud of the 9th ROKs that he has personally translated clippings from U.S. newspapers and sent them to the commanders. He wants to show them that the entire U.N. is proud of them and goes beyond Eisenhower's suggestion that the ROKs might replace U.S. soldiers as they become trained. Rhee wants his divisions to take over all of Korea.



**BATTLE MAP** shows Seoul road, points where ROKs held out and Americans helped by attacking

The Americans relieved the battered ROKs with the 7th Division which hit the Chinese on Triangle Hill about 20 miles east of White Horse. They had to attack under the towering peak of Papa San from which Red artillery observers could watch the battle. The first U.S. attacks were driven back. "The artillery got us," said one infantryman. The 7th went back up the hill, took the twin peaks they had named Jane Russell and after six days had taken Triangle Hill. Last week, Red casualties were estimated at over 20,000, but planes sighted Red re-enforcements moving up and the tired men in the line knew the battle for the hills was not yet over.





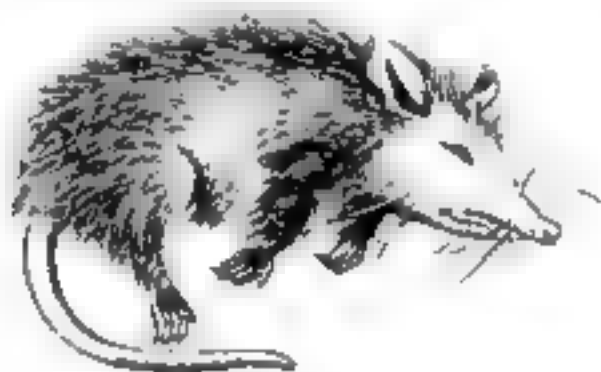
# SOFTNESS TOWARD COMMUNISM

## THE ANIMAL KINGDOM

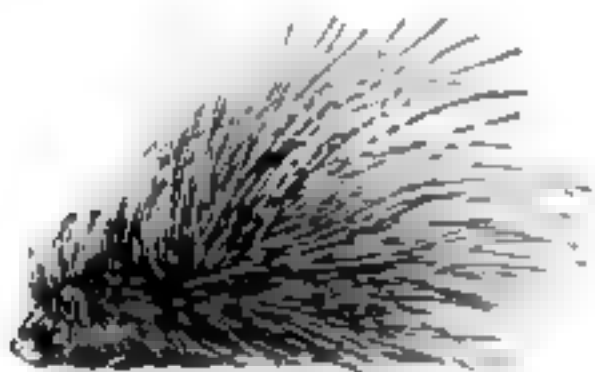
In a wrangle with the State Department over the latter's security policy, Senator Ferguson was moved to say:

"Let me put something on this record that I think is wrong with the State Department.

"At the present moment they are using three instincts of three animals. First they use the instinct of the opossum. When anybody raises the question of Communism or fellow travelers . . . they just die. They do not move at all, just like the opossum . . . when a dog comes up to him.



" . . . Next . . . they use the instinct of the porcupine. They put up their quills and say that you cannot see the files; you cannot see anything. . . .



"Then, just as soon as the committee gets down into those quills and touches the flesh, you use the trait and the instinct of the skunk. . . . You spray all over so as to destroy anything that has been said. . . . I just cannot fathom the attitude of the State Department in relation to Communism."



Senator Ferguson, as the top minority member of the Internal Security Committee, has probably spent as much time trying to fathom this attitude as any fair-minded man in the U.S.

Many Democrats, including Adlai Stevenson, are extremely touchy—and no wonder—about the charge of "softness toward Communism." It rests not against the whole Democratic party but against its Acheson faction. Other members of this faction are Philip Jessup, Eleanor Roosevelt and a host of lesser fry, including until recently John S. Service and Owen Lattimore. Service, long protected by Acheson, was fired last December on doubt of his loyalty. Lattimore's pro-Communism was made clear in the McCarran hearings. On the periphery of this faction one finds the trail of Alger Hiss.

The Acheson faction watched the victories of Mao with feelings ranging from complacency to connivance. It has steadily defended subversives in the government with cries of "red herring" and "witch hunt." It has shown a glassy inability to admit a mistake. It has been responsible for our foreign policy during a time when Communism enslaved 600 million people. And since treason was afoot during this calamity, it is natural to wonder whether treason may not explain more of it than we know. That is the real reason for McCarthyism: some grounds for wholesome doubt exist.

Take the President's Loyalty Program. Before it was started in 1947, Byrnes's State Department had a regulation which allowed it to fire anyone of whose loyalty there was "reasonable doubt." In a test case Carl Aldo Marzani, who had concealed his past membership in the Communist party, was so fired. Whereupon, after Byrnes resigned, the Loyalty Program came along and shifted the burden of proof. For the next four years, to fire a suspected subversive, there had to be "reasonable grounds" for believing him *presently* disloyal. That meant that doubts previously resolved in favor of the government were thereafter resolved in favor of the individual. From 1947 until last December *no* State Department employe was fired on loyalty grounds. Among congressmen concerned with the problem, State's protection of its own was an open scandal (see "The Animal Kingdom," *left*). Finally ex-Senator Hiram Bingham became chairman of the Loyalty Review Board, forced a shift of the burden of proof back to "reasonable doubt" and paid a special call on Acheson. Since January, State has managed to find three "reasonably doubtful" loyalty cases. Meanwhile hundreds have been allowed to resign.

Thus the whole pre-Bingham Loyalty Program can be interpreted as a plot to protect subversives under the guise of protecting the government. It need not be so interpreted. One can instead take State's professed concern for "fairness to the individual" at face value. Similarly it is unnecessary to blame the fall of China on treason. The accurate charge is softness, proved by attitude and by results.

Adlai Stevenson rejects even this charge.

Yet his own attitude aligns him with the Acheson faction.

In his San Francisco speech he disclosed a soft readiness for "negotiation and adjustment" with Stalin (*LIFE*, Sept. 22). Earlier he ridiculed Republicans who "hunt Communists in the Bureau of Wild Life and Fisheries." Attempting a serious discussion of the subversive problem at Detroit, Oct. 7, he praised the loyalty program of 1947 and said we should leave Communists to the "cautious, silent professionals" of the FBI.

Actually the FBI has a minor role in the loyalty program. It cannot fire or indict anybody or even evaluate the evidence it collects. As David Lawrence wrote, "If the President and Secretary of State choose to laugh off charges and reverse loyalty boards, as has happened again and again, there isn't much that the FBI can do about it except groan in anguished silence." Stevenson disclosed other misunderstandings of the loyalty program in this same speech.

Finally, Stevenson argued the question of where Communists come from. According to him, they are children of the Great Depression, sired by Republicans, reformed by the Democrats. "We have met and destroyed this disease as it has not been met and destroyed in any other country in the world." The Republicans, on the other hand, are still encouraging Communism by their opposition to price controls! Thus Stevenson.

To see Communism in such terms is almost as soft-headed as to see it as the wave of the future. "Belly Communism" is not the problem. We face a world-wide conspiracy of the mind, the will and the gun. It is the armed nemesis of all societies, whether rich or poor, that have ceased to understand and value their own freedom aright. Even good economics are not the answer to it. It was not poverty that killed Masaryk and enslaved Czechoslovakia, or put Alger Hiss at Roosevelt's side at Yalta. It is not rural electrification (however necessary and desirable) that will keep India from going Communist. The all-economic appraisal of Communism is a widespread error of our intellectuals which betrays their inadequacy to the task of combating it.

Still another four years of Achesonian or Stevensonian softness toward Communism could conceivably be disastrous to the cause of freedom. More likely it would mean continued retreat, enlarged McCarthyism, and a general nostalgia for the boyish certitudes of Harry Truman.

Fortunately no such prospect is necessary. Ike would completely change the pattern. His grasp of the Communist problem is deeper than Stevenson's; his caution towards it is that of a strategist, not a Hamlet; and he is absolutely sound on civil liberties and on the kind of "fairness to the individual" that could replace a chronic loyalty problem with high morale.



## PICTURE OF THE WEEK



## UPSIDE DOWN FOR DEAR OLD DUNMORE

Playing their toughest rivals in the Lackawanna high school conference, the Dunmore, Pa. Bucktowners tried an off-tackle cross buck against the Old Forge Blue Devils. But Old Forge End Thomas Cherundolo tackled so low and hit so hard that he flipped the charging ball carrier, Dunmore

Fullback Salvatore Marchese, end over end and left him standing on his head. For the Bucktowners (who lost the game) the play produced no gain. But for alert photographer Phil Butler of the Scranton, Pa. *Times*, the play brought this picture of the season's most graphic football upset.





**"G.A." BUILDING**, shown at sunset, has a dome over its main hall. The building cost \$12,250,000.

# U.N. ASSEMBLY GETS NEW HOME

**But the house-warming is tense**

In Manhattan the United Nations' General Assembly, whose members represent an even 60 of the world's nations, last week began its seventh annual international parliament. This opened amid the bright glitter of a new building (which will be shown in detail in next week's *Life*), and a dark atmosphere of foreboding. High on the 71-item agenda was the tempestuous question of how to achieve a mutually acceptable armistice in Korea.

The prime antagonists, U.S. Secretary of State Dean Acheson and U.S.S.R. Foreign Minister Andrei Vishinsky, who was rumored to have a new peace proposal in his pocket, sat quietly as Lester B. Pearson, Canada's Secretary of State for External Affairs, was elected assembly president. Then, after the early speeches, Acheson made his opening address, which proved milder than had been expected but nevertheless demanded that the U.N. continue the fight in Korea against aggression. Two days later Vishinsky replied in a tirade which quoted generously from current political campaign speeches to prove the U.S. was "war-mongering" and reiterated the list of familiar Communist accusations including germ warfare and espionage. Most delegates, listening in bored silence, suspected Russia had nothing new to offer—particularly any desire for peace.



**MAIN HALL** of the building, in which Acheson is making his address, has superb acoustics due in part

to the wooden baffles which line the 75-foot-high walls. Russian delegation is in the front row, left.

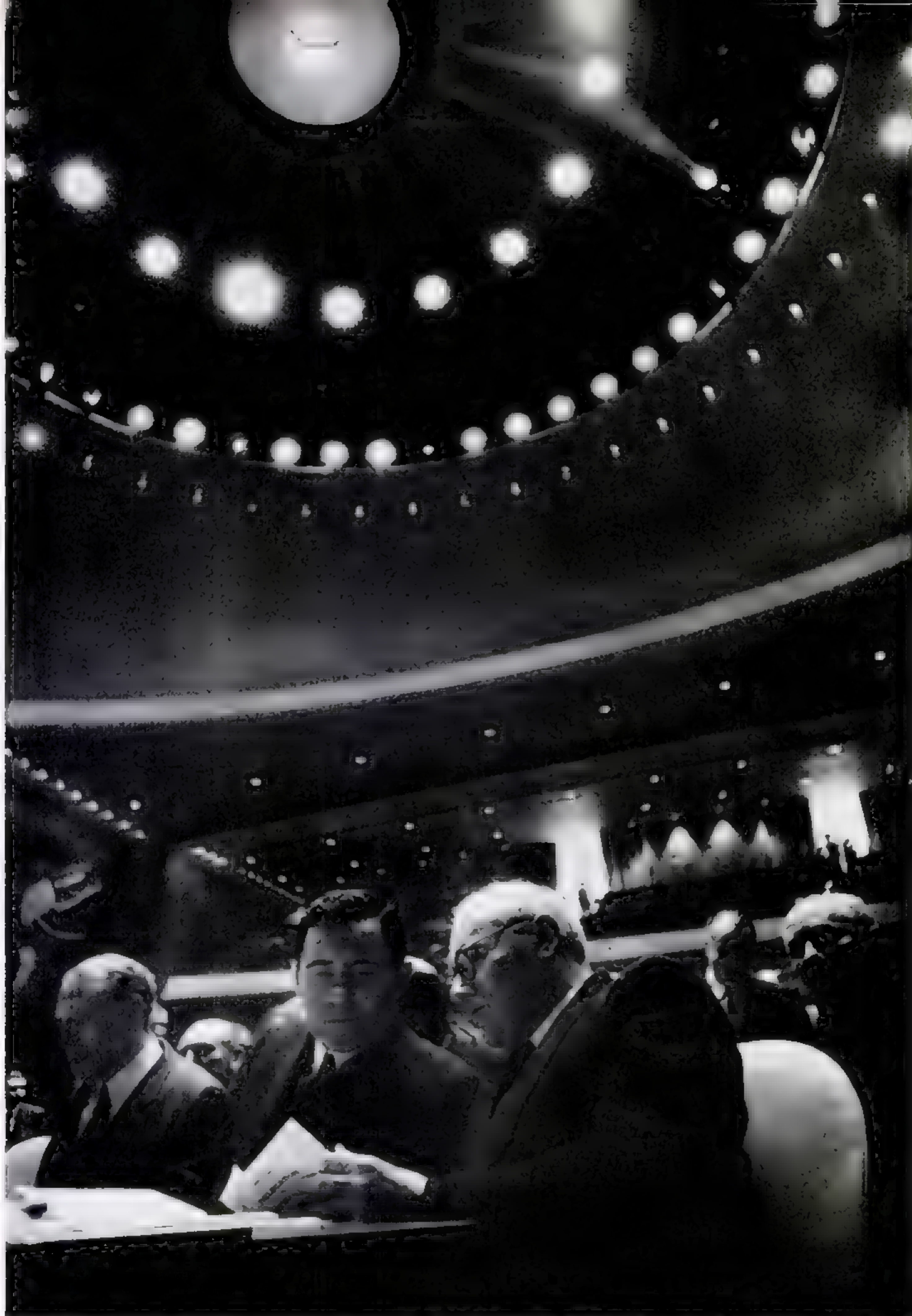


**VISHINSKY'S OUTFLUNG ARMS** add emphasis. His long talk drew chiefly Communist applause.



**SOMEBODY'S WAGGING FINGER** appears by chance before Acheson. He was warmly applauded.





**RUSSIA'S BIG TWO**, Soviet Ambassador to London Andrei Gromyko and Vishinsky, sit in their front row seats before the opening session and study the

list of delegates. On Gromyko's right Russia's new U. N. representative, Valerian Zorin. High above, huge circular batteries of spotlights illuminate the chamber.





**PENSIVE ADLAI** wants to speak at Los Angeles to teamsters union convention, which backed him.

## ADLAI TURNS ON THE HEAT

With the look of a man quickening his pace for the last big pull, Adlai Stevenson set out from Springfield last week on a harrowing whistle-stop tour that, by Saturday, had taken him 6,200 miles and wrung from his weary larynx 14 major speeches and 12 shorter talks. Stepping up his attacks on Eisenhower, he spoke with new assurance, exhorting rather than lecturing as in the past. In line with the new pace local party organizations had beefed up their advance work and, most places, he was greeted by posters, bands and large cheering crowds.

Speaking in Salt Lake City's Mormon Tabernacle he drew cheers by saying Americans must proudly regard themselves as "marked men . . . tapped by fate" with the responsibility for the world's future. In San Francisco's Cow Palace, speaking to 23,000, he characterized the G.O.P. old guard as "men who have had to be dragged, screaming and kicking, into the 20th Century" and brought laughter with an "Ode" which began "Nixon, Dirksen and Taft, one night, sailed off in a lead canoe."

Having wooed the lush electoral votes of critical California, he swung down to Texas, one of the states of the newly unsolid South (pp. 68-87) which Eisenhower had just visited. There the governor referred to "carpet baggers who have been around here lately" and to "the yelp of a Republican coyote" and again broke into verse: "They say this New Deal stuff is rotten, but never speak of 4¢ cotton."



**MORMON LEADER**, Church President David McKay, talks to Adlai before speech at Tabernacle.



**AT BERKELEY**, STEVENSON BROUGHT LAUGHS FROM 6,000 STUDENTS ON UNIVERSITY OF CALIFORNIA

**MAULED IN VALLEJO**, where the Californians broke through the police lines, Stevenson is nearly

pulled from his coat. On his whole trip he found crowds more physically demonstrative than before.







CAMPUS BY ACCUSING THEM OF CUTTING CLASS TO HEAR HIM. OBJECT OVER HEAD IS A STREET LAMP

**HAULED IN LOS ANGELES**, Adlai is grabbed by an admirer in Negro district of the city where

crowds were heavy. In Los Angeles 50,000 saw him en route to give his second TV fire-side chat.



**OREGON BLANKET** is draped on Adlai at Pendleton by Umatilla Indian girl, Caroline Motaine.



**WYOMING SNOW** is thrown at request of photographers when Adlai makes chilly stop at Casper





WAVING HANDS, FLARES AND STARING EYES ARE WHAT GENERAL SEES AS HIS PARADE MOVES TO SPEECH PLACE IN NEW ORLEANS' BEAUGREGARD SQUARE

## IKE SEES THE U.S. AS ONLY CANDIDATES CAN

"You have come a long way," General Eisenhower told Wyoming crowds last week, "to give me a chance to look into your faces." But it was, in fact, the general who had come the long way, and what it was like for him to look, in a few days, into more faces than most men see in a lifetime is shown in the pictures on these pages. Taken over Ike's shoulder, they give the candidate's own view of the windup of his 12,000-mile Southern and Western tour and the start of his tour in the east.

Last week led Eisenhower from Wyoming, to Louisiana, Texas, Tennessee and New Jersey. In the South he got a historic welcome. In New Orleans (above) 50,000 turned out to see him and 15,000 applauded 59 times as he explained his stand on the tidelands and labeled the New

Deal view a "shoddy deal." In Texas he observed his 62nd birthday in a marathon celebration from Houston to the Alamo. In New Jersey he squelched Democratic charges that he had turned his back on General Marshall and called the latter a "great American patriot."

In New York, at an Al Smith memorial dinner, he brought the season's speeches to a new level of statesmanship. Though his talk was nonpolitical, it detailed the Soviet's devious methods and called for faith which would make the U.S. use its power "resolutely, to hearten our friends; wisely, to confound our enemies; constantly, to give hope to the hearts of the enslaved; prudently, to guard the trust of the free; and courageously, to be worthy of the high commission history has thrust upon us."



**BIRTHDAY CAKES** were received by dozens on trip. In Texas he got 18, some fancy, some baked by kids.



**TENNESSEE GAWKS** are aimed at Ike at Knoxville, where he ended his tour of South and started north.



**NEW JERSEY CHEERS** greet Ike's convertible as it swishes under overpass en route from New York to Hackensack. Because route was published, about 75,000 people got a look at the general as he made a four-hour New Jersey swing.





**CASPER WELCOME** is waved to Ike by two Wyoming ladies as he leaves airplane for speech on field.



**CHEYENNE GREETING** of bear hug variety is threatened by Frank Barrett, the governor of Wyoming.



**GOVERNOR'S GUARD**, Bob Lee in Civil War uniform, looks down on Ike during horseback handshake.



**OKLAHOMA HANDSHAKES** are offered to Ike as he returns to plane from airport speech at Oklahoma City.



**FRIENDLY DEMOCRAT**, Governor Kennon of La., turns to Ike as he introduces him in New Orleans.



**APPROVING WIFE** Mamie gives Ike just-right sign as he mounts rostrum to make New Orleans speech.



**A WELL-WISHER**, Mary Martinez, waves hand at Ike as he boards train at Houston, Texas after speech.



**PICTURE TRUCK**, loaded with cameramen, precedes Ike in parade in Houston—as in every other city.



**HOUSTON COP** dwarfs a camera with his big hands as he aims at Ike boarding plane for next prop stop.



**LUBBOCK CROWD** follows Ike's progress with eye and camera. In Lubbock, where 3,000 Texans showed up to listen to him, he dealt with farm problems, laughed at Democrat claim he would "pull the rug out" from under farmers.



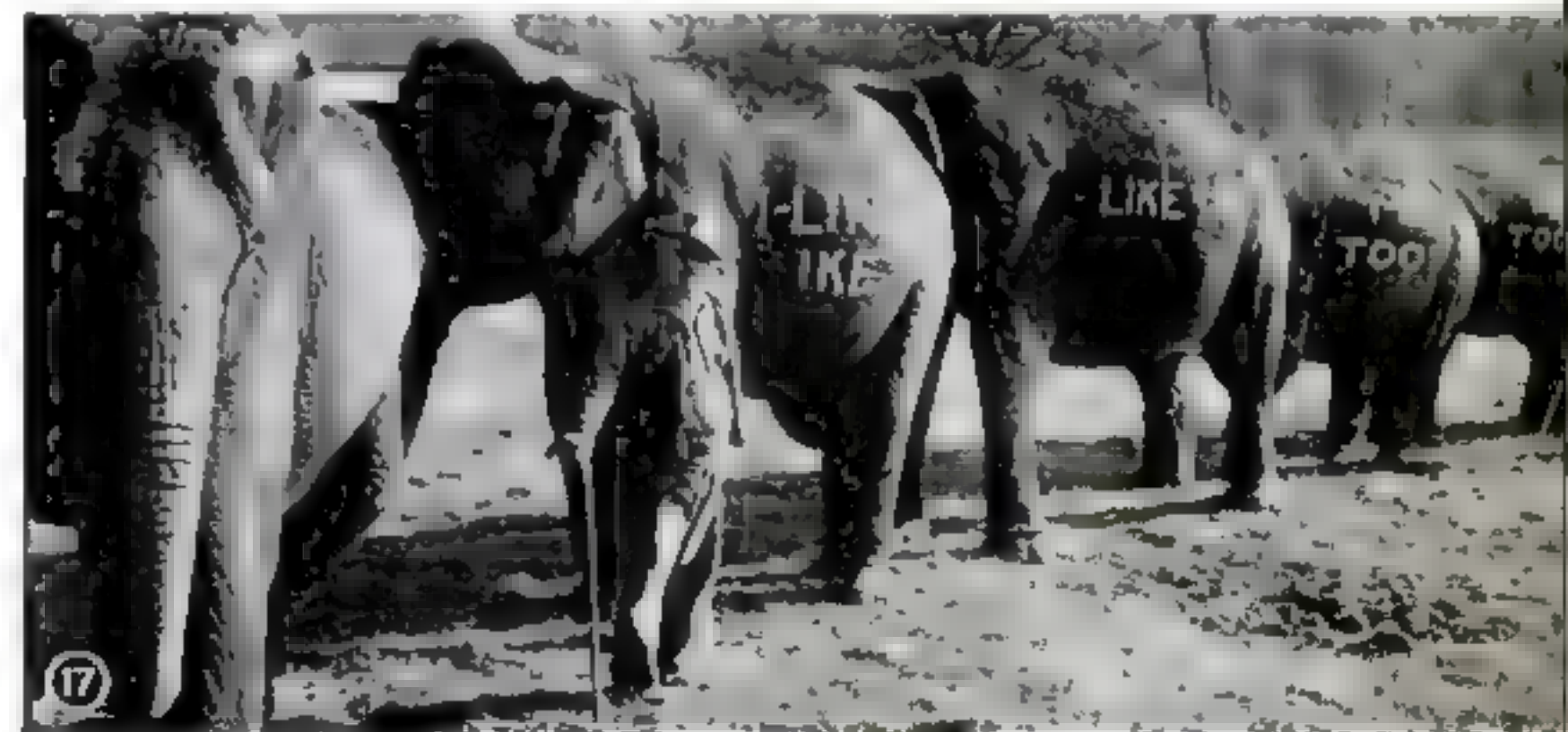
**MEMPHIS SIGN** greets Ike on his way to speech in which he praised TVA, opposed new valley authorities.



**DELAWARE DOGS** decorate the platform at Wilmington, where Ike made speech to a crowd of 10,000.



**DEMOCRAT TAUNTS** are seen in New Brunswick, N.J. crowds. In Camden, Ike got some hearty boos.



**REPUBLICAN ROADBLOCK** of sloganed elephants was stationed along route near Burlington, N.J. But Ike, behind schedule, could not stop. At Elizabeth he ran into another block, a big crowd stopped his car and made him speak.





**A LITTLE MUSIC** is played by Truman in New Britain, Conn. Told that he could win votes at the piano, he played a few measures from *The Blue Bird Waltz*.



**A HELPFUL DAUGHTER**, Margaret Truman waves greetings to Hartford, Conn. crowd of 40,000 after her father completed speech lambasting Eisenhower.



**A BIG FLAG** backs Ike in Fort Worth where, answering Truman's attacks, he pledged a government of honest people who will keep out theft and Communism.

## CRITICS HEAR LOW NOTE

President Truman renewed his campaigning for Stevenson and kept swinging hard at Eisenhower. In New England, like the two candidates, he found big crowds, and he indulged in his most vitriolic language. He said that Eisenhower has embraced those "moral pygmies," Jenner and McCarthy, and has forsaken General Marshall "to whom he owes more than any living man." "I don't trust a man like that and I don't think you do either." In a statement read for him in Washington, he declared Eisenhower "is willing to accept the practices that identified the so-called master race." Republican National Chairman Arthur E. Summerfield called this accusation of Nazism "the most vicious utterance made in the history of American politics." Eisenhower dealt with such attacks at Fort Worth (upper right), where he quoted the words of a Colonel Travis who sent a message out of the Alamo in the historic siege: "So far 200 enemy shells have fallen within our walls and not a man has been touched."





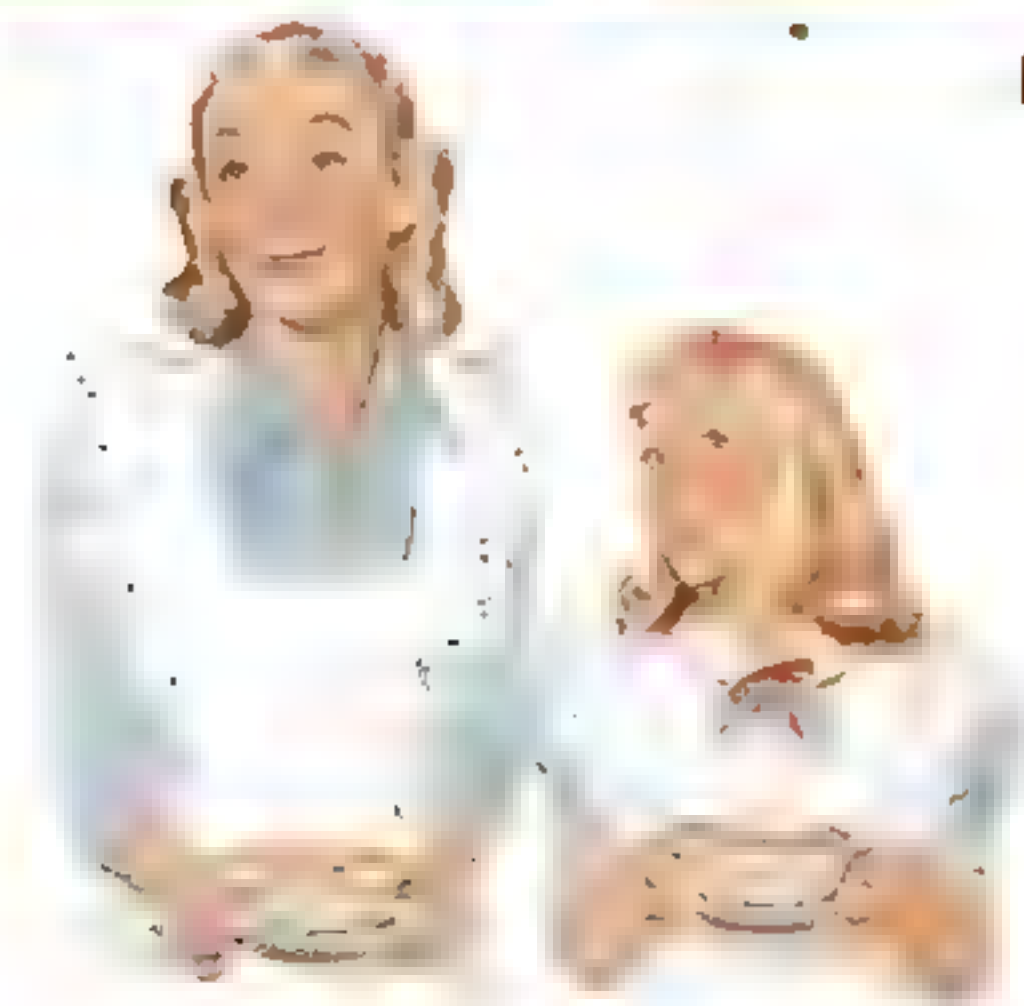
# "Calling all *HE-MEN!*"

*(and their pretty girls, too)*



Here's grand good eating... a real old-fashioned bean soup  
made extra-savory with the flavor of smoky bacon!

Yes, it's homey and hearty... this full-of-flavor soup of beans and bacon! When you've had a steaming-hot bowl of it, you know you've eaten well and generously. Chock-full of plump, tender beans, cooked the old-fashioned way... enlivened with the rich, zesty flavor of smokehouse bacon. If you want to capture the Male Vote at your house, give them Campbell's Bean with Bacon Soup... and do it often. And watch the girls vote for it, too! You'll find the whole family goes for this All-American favorite... Have it today!



*Campbell's* BEAN WITH BACON SOUP



# There's No Substitute for **OLD GRAND-DAD**



That's why it's . . . Head of the Bourbon Family  
As fine a Kentucky  
Straight Bourbon as money can buy!





# THE TIPPLE THAT WOULDN'T TOPPLE



**THE TIPPLE** which for years faithfully fed coal to Chicago, Milwaukee, St. Paul and Pacific trains at Atkins, Iowa, became obsolete when diesel engines replaced steam.



**TRYING TO WRECK IT**, workmen blasted tipple with dynamite after having spent a whole day trying to pull it over with bulldozer and a winch and cable on towing truck.



**THE STUBBORN TIPPLE**, after the first blast of dynamite, only leaned over a little to leeward, like a corn-fed imitation of the Leaning Tower of Pisa. A second blast

(above) didn't have any more effect, and a third thereupon was ordered. When that didn't work either, the weary wreckers decided to call it quits and come back next day.



**TOPPLING** at last, the structure was brought low, not by blasts of dynamite, but by having its dislodged rear jacked up and its front pulled with a cable attached to a winch.



**FALLEN** at length on the Iowa prairie, over which it used to tower 103 feet, the tipple ends its 35-year career of service, another victim of technological unemployment.

AFTER SHAVING



## Dim's face shine

Wonderful soothing sensation after shaving — Mennen Talcum for Men. Neutral tint won't show on your face. Helps hide nicks and blemishes, too. Micro-pulverized for fineness. Try it!

AFTER BATHING



## Stops body chafe

For longer chafe-free comfort, dust your body with this cooling talcum after every bath or shower. Finest imported talc, scented for men. You'll like it!

Make the finishing touch

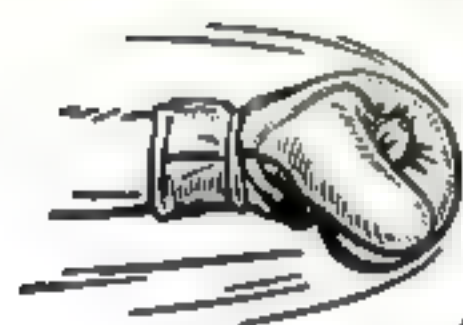
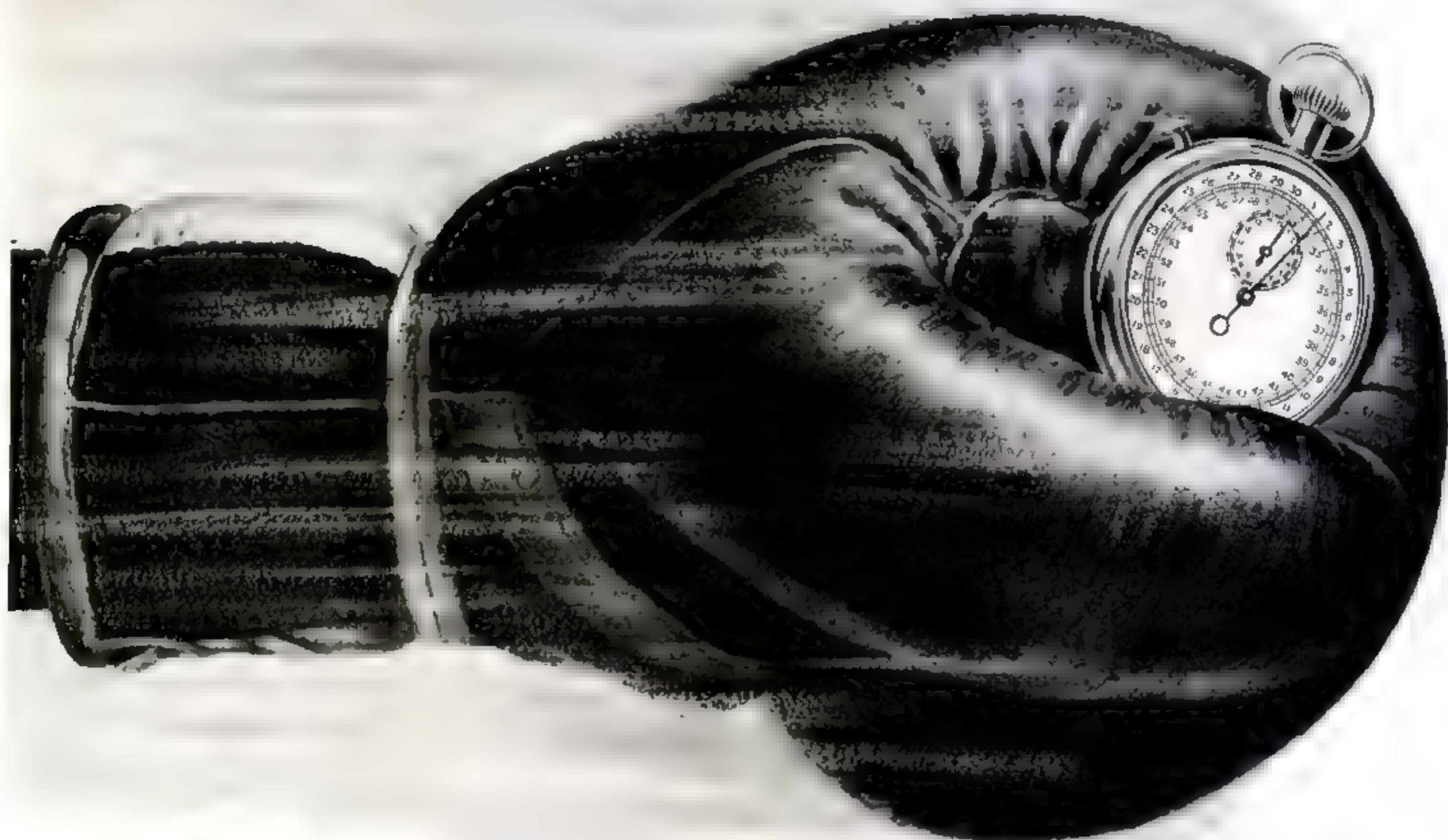


Largest-selling men's talc in America



For split-second starts...

*Sky Chief* **PACKS PUNCH!**



## Volatane Control is the reason why.

And Volatane Control means volatility and octane in *Sky Chief* are scientifically controlled to deliver maximum performance.

That *Sky Chief* volatility speeds up your starts and warm-up periods... and controlled octane quickens your get-a-ways and

levels the hills. *Sky Chief* packs punch... feels like the power of an extra motor. Fill up with *Sky Chief* today at your Texaco Dealer — *the best friend your car ever had.*

... and don't forget the best motor oil your money can buy.



**THE TEXAS COMPANY**  
**TEXACO DEALERS IN ALL 48 STATES**

*Texaco Products are also distributed in Canada and Latin America*



**TUNE IN:** Tuesday nights on television—the **TEXACO STAR THEATER** starring **MILTON BERLE**. See newspaper for time and station.

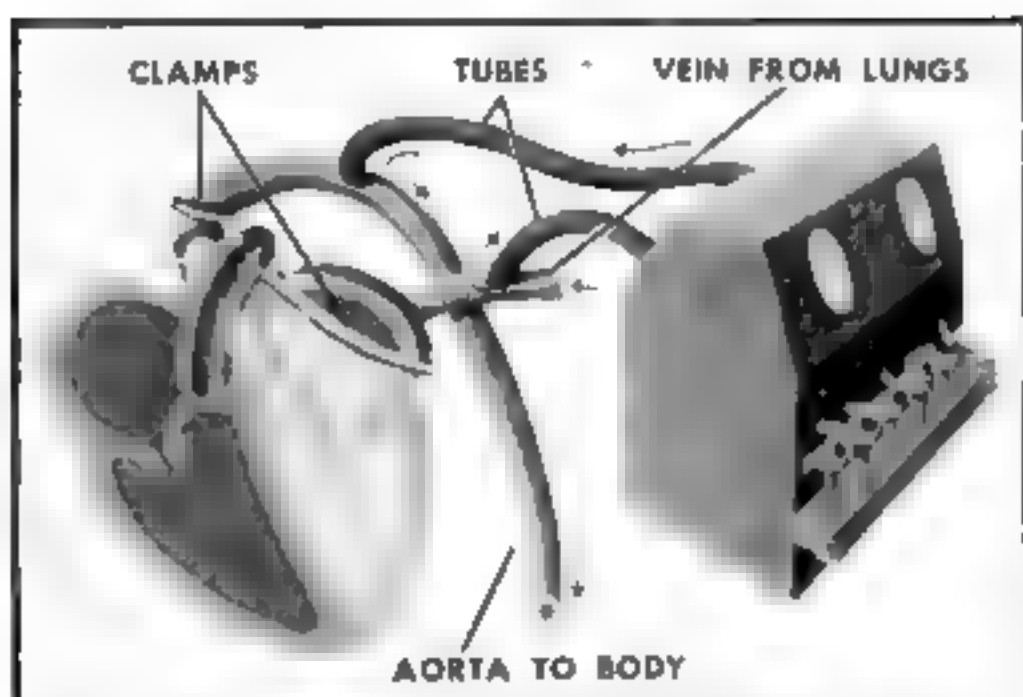
*Fuel fifty years*  
**50**  
*for Fifty Years*



# LIFE ON THE NEWSFRONTS OF THE WORLD

## Heart machine saves life, Farouk gets a by-line, a bloodhound gets lost

The *Journal of the A.M.A.* disclosed that for the first time a machine has successfully taken over the work of half a human heart for 50 minutes, while surgeons repaired a leaky valve in the empty part of the organ. This took place last July in Detroit during an operation performed by Dr. F. D. Dodrill. His patient was a man whose mitral valve leaked blood from one part of the heart to another. This was in the left side of the heart which takes blood from the lungs and pumps it through the body. Dr. Dodrill clamped off



ARROWS SHOW HOW MACHINE BYPASSES HEART AREA

the pulmonary vein bringing blood from the lungs, diverted the bloodstream through a tube into a machine the size of a small cash register. This device, gurgling like a washing machine, pumped the blood back into the aorta and through the body with the same pressure and rate of flow a real heart would create. The left side of the patient's heart (light area above), thus bypassed and bloodless, was cut open and the faulty valve inside promptly fixed. Now the patient and his heart are both strong and healthy.

Answering Russia's explanation that the U.S. B-29 shot down north of Japan (*LIFE*, Oct. 20) had violated Russian territory and had fired first on Soviet fighters, the U.S. said the B-29 was not over Russian territory and that its guns were inoperative. Demanding compensation and immediate return of any survivors, the U.S. urged Russia "seriously to consider the grave consequences."

### A case of cannon swiping

Back in 1903 the senior class of Illinois' Monmouth College decided to give its alma mater a Civil War cannon as a farewell present. But just before presentation time six members of the junior class stole the 1,000-pounder, burned the wooden carriage and hid the huge brass barrel in a creek. There the matter and the cannon rested until last week when, acting on a tip from one of the conscience-stricken culprits, professors and students hauled the barrel out of its wet hiding place. The present senior class of Monmouth plans to present the cannon at graduation time next year, 50 years late—provided, of course, that the present junior class doesn't swipe it.

### Farouk explains everything

In a series of by-lined articles for European newspapers Egypt's ex-King Farouk declared that the Egyptian revolution was Communist-inspired, that Premier Naguib is a man "who holds a tiger by the

tail" and that Russia plans to make Egypt a second Korea. Naguib replied scornfully that the story was "dictated by Farouk's imagination," and the Egyptian embassy in London, losing its temper completely, called the deposed monarch a traitor and a liar.

*Eighteen professors who refused to sign the University of California's controversial loyalty oath (LIFE, Oct. 2, 1950) were upheld last week by the state supreme court. Pointing out that all state employees were required to sign a state oath, the court said the university had no right to require a second oath and ordered that the professors be reinstated.*

### How to win bets on horses

In England, where racing fans often mail their bets to bookmakers, Keith Young thought up a wonderful way to make money. He wrote his address on three slips of paper, pasted them to three envelopes and mailed them. When they came back, he removed the address slips and then had three envelopes with a postmarked date and time. As soon as the day's racing results were in, Young wrote out his "bets" on the winners, placed them in the canceled envelopes and, attaching them to the outside of a parcel, sent them to three bookies. Inside the parcel was an alarm clock which went off while the mail was en route. A razor blade fastened to the alarm winder whirled around, cutting the bands holding the letters to the parcel so they were scattered among the other canceled letters. The bookies, receiving bets apparently mailed before the race, would have to pay up.

But like many inventors, Young was impractical. His five bets totaling \$56 were parlayed into \$41,459. Deciding that such luck was too fantastic, one bookmaker called the police and Inventor Young wound up with an 18-month jail sentence.



BECK APPLAUDS AFTER NOMINATING TOBIN (RIGHT)

For 45 years Dan Tobin has been head of the Teamsters Union, one of the world's largest (over a million members), and this year the Los Angeles convention was ready to elect him president again. His right-hand man Dave Beck nominated him and then stood by beaming and clapping as the delegates gave Dan Tobin a five-minute ovation. But the 77-year-old leader had had enough. When the shouting died, he declined the presidency and gave it to beaming Dave Beck.

CONTINUED ON NEXT PAGE

# SLEEP...



## without Heartburn, Acid Indigestion

If acid indigestion keeps you awake, take TUMS. Almost instantly TUMS neutralize excess acids; soothe and sweeten your stomach. Then you'll sleep the sound, natural, restful sleep that follows TUMS. There's no acid rebound from TUMS to awaken you later.

• still only 10¢ a roll



## FOR THE TUMMY

GUARANTEED TO CONTAIN NO SODA



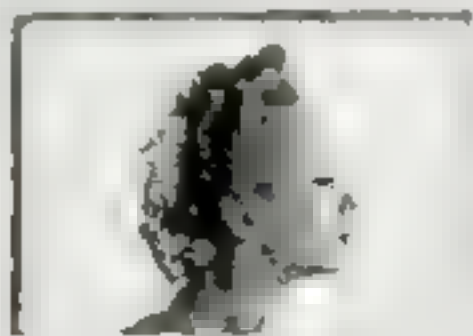
## A luxury That actually does you good

**You should use it:** Two special ingredients in Aqua Velva help take care of nicks and scratches. The tingling is proof of Aqua Velva's action. **You'll like to use it:** In addition to the pleasant aroma found only in Aqua Velva, it gives you a feeling of well-being, a special touch of luxury after every shave.

**P.S. to Wives:** Give him the luxury lotion he likes! Gift bottle, 11 ounces.



nothing more BEAUTIFUL



nothing more PRECIOUS



nothing more PRECISE



than magnificent  
Girard-Perregaux  
diamond watches



• watch enlarged to show details

# GIRARD PERREGAUX

*Fine watches since 1791*

30 Rockefeller Plaza, New York 20, N. Y.

24 diamonds, 14k white gold,  
17-jewels, at \$375. Fed. Tax Incl.  
Others from \$110 to \$3000.

Write for name of nearest jeweler and for  
brochure showing other diamond watches.

## NEWSFRONTS CONTINUED

*The Manchester Guardian brought belated attention to "the worst case of wage discrimination in British public service." Official post office cats, the Guardian revealed, have not had a single increase in their one-shilling-a-week government milk allowance since they were first acquired in 1868 to deal with post office mice which chew up money orders.*

### Mislaid manhunter



BOUND IN POUND

When a prisoner escaped from the Dade County stockade in Florida, the deputy sheriff promptly turned loose his two bloodhounds. One of the dogs captured the prisoner a mile and a half away in short order, but the other one, a young bloodhound named Boss, was himself captured by Miami dog catchers. Boss was finally released from the pound five days later when the dog catcher read in the newspaper that the deputy sheriff was still looking for his mislaid manhunter.

*To publicize Fire Prevention Week, Army engineers in San Luis Obispo, Calif. put up a flimsy building to be burned down during a demonstration of fire hazards. The building burned beautifully—31 hours before it was supposed to.*

### Mossadegh breaks with Britain

After 18 months of ill-tempered negotiation the British-Iranian oil dispute last week came to a conclusion that could satisfy no one except Russia. When England called Iranian settlement proposals "unreasonable and unacceptable," Premier Mossadegh announced that Iran would break off diplomatic relations, leaving hopes for a settlement slimmer than ever. Commenting on the move, former ambassador to Iran Henry Grady, a supporter of Stevenson, told the *San Francisco Call-Bulletin* that "This tragedy can be laid at the feet of Mr. Acheson." Grady said that as ambassador he had repeatedly recommended U.S. support for the former Iranian Premier Ali Razmara, who was fighting oil nationalization, but that the State Department "either ignored or flatly turned down" his recommendations. Razmara was later assassinated and Mossadegh came to power.



PARENTS (LEFT) WATCH WOMAN WHO TOOK THEIR BABY

For three days last week New York City police searched for Gloria Hernandez, a 4-day-old baby removed from a ward at Bellevue Hospital. Finally they found her in the one-room home of Carmen Rodriguez, whose own new-born baby was dying at the hospital with a congenital disorder. The nurse's aide at the hospital said Mrs. Rodriguez had asked for the baby by name. Mrs. Rodriguez insisted she had only been looking for her own child, had searched for it and had taken the Hernandez child by mistake. As the baby was returned to its parents at Bellevue, Mrs. Hernandez looked as though she did not believe Mrs. Rodriguez' story.



*New! The most beautiful buy  
in silverware today!*

# Enchantment

Romantically lovely new pattern,  
Enchantment\*—with all the warmth and beauty  
of the traditional . . . in an exciting new interpretation!

You'll enjoy its Contour\* knife and the extra overlay  
of solid silver on most-used pieces that promises years  
and years of shining service. Yet, compared to any fine  
silverplate, you get 18 more pieces for less money!

Bring Enchantment to your table now.

At your jeweler's, on easy payments.

1881  
 **ROGERS**   
SILVERPLATE BY ONEIDA LTD.  
SILVERSMITHS

only  
**\$69<sup>75</sup>**  
70-piece  
service for 8  
...chest  
included!



\*Trade Marks.  
©1952  
Oneida Ltd.,  
Oneida, N. Y.



# The ***ACTION CAR*** FOR ***Active Americans***

## ALIVE WITH ***NEW*** POWER

Sensational new 140-h.p. Red Ram V Eight Most advanced, most efficient engine design in any American car Thrilling reserve of power and acceleration for safer highway driving.



## STREAMLINED BEAUTY

Low, lithe and lovely with more room than ever inside. New Pilot View curved windshield. New Jet Air-Flow hood



## GYRO-TORQUE DRIVE with ***NEW*** Flash Action "Scat" Gear

Nimble no-shift driving at its best—Automatic "Scat" gear for safer passing

Talk About ACTION  
that new Dodge has it!

Wow! What a powerhouse!



# ***Announcing***

That's for me—  
SLEEK and TRIM!



You'll Want to Get Your Hands On This

# ***Power Packed Beauty***

On Display Now! Visit Your Nearest Dodge Dealer and Thrill to a "Road Test" Ride



BRIGHT  
ACTION COLORS

#### THRILLING ROAD ACTION

New "Stabilizer" suspension cuts side-sway, for better roadability. Onflow ride control "paves" rough roads. Safeguard hydraulic brakes give surer, safer stops.



#### TRAVEL LOUNGE COMFORT

Travel-planned interiors. More hip-room, head-room, elbow-room. New chair-high Comfort-Contour seats, new Fashion-Fiber Fabrics. Long trips seem short in a new '53 Dodge.



#### NEW "CARGO CARRIER" REAR DECK

New rear deck design gives "continental" look...with transcontinental carrying capacity! New push-button lock. New "Navigator" wrap-around rear window.

#### ALL THAT'S WITH DEPENDABILITY, TOO

New Center-Balance steering ease  
New pull-type door handles for easy, one-motion opening.  
New visibility with up to 244.8 sq. inches more glass area.  
New Space Saver doors open wide in less space.  
'53 Dodge is packed with new Action Features!

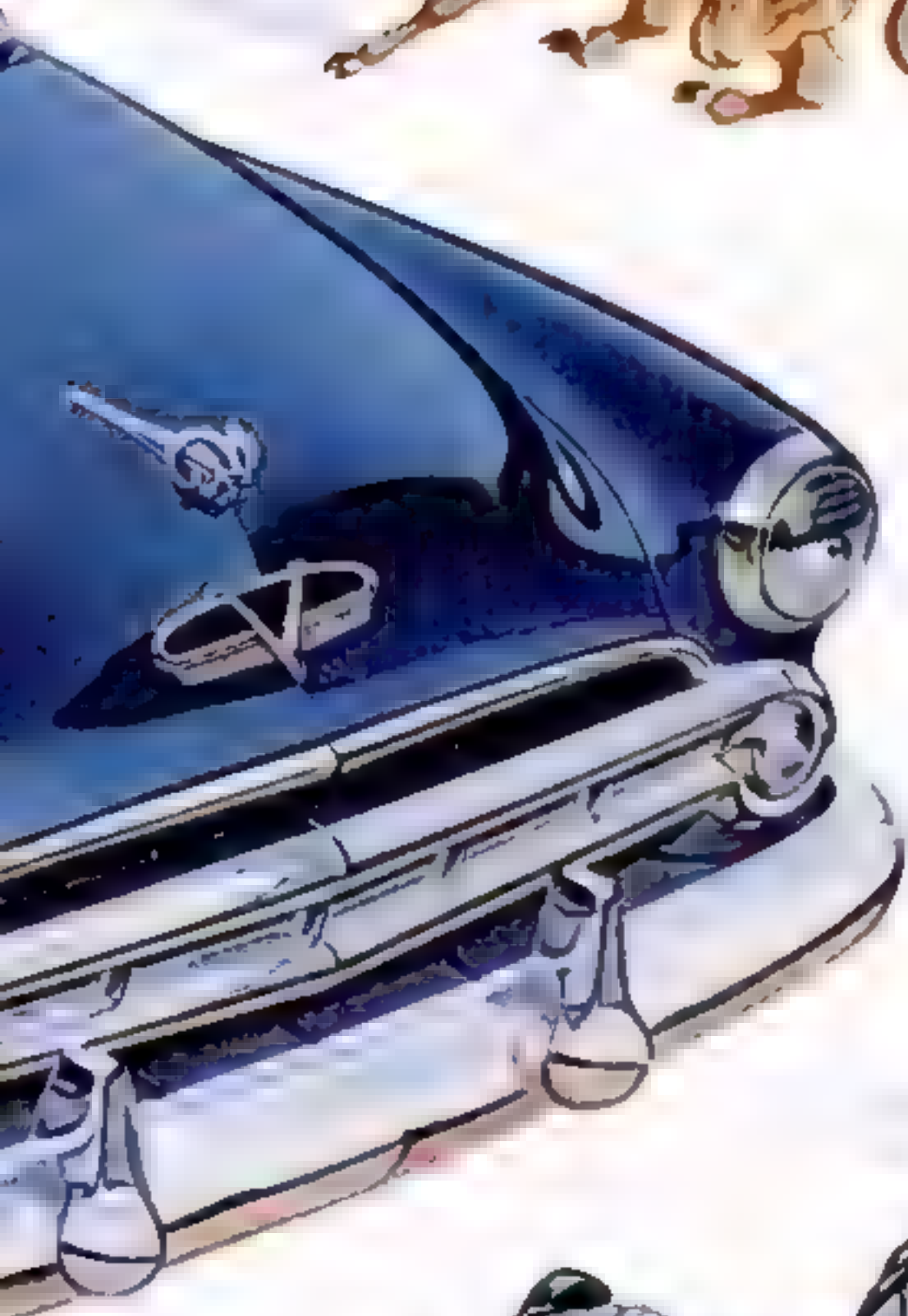
#### ACTION TAILORED TO YOUR DRIVING NEEDS

**GREAT ENGINES**  
Red Ram V-Eight in Coronet models.  
Get Away "Six" in Meadowbrook models.

**DRIVE CHOICES**  
New Gyro-Torque Drive\*  
Gyro-Matic Drive\*  
New Automatic Overdrive\*  
Standard Drive.

\*Optional at extra cost

# the New - All New '53 Dodge



*Make way for the '53 Dodge...brand new,  
all new, distinctively new...a thrill to drive and a joy to own!*

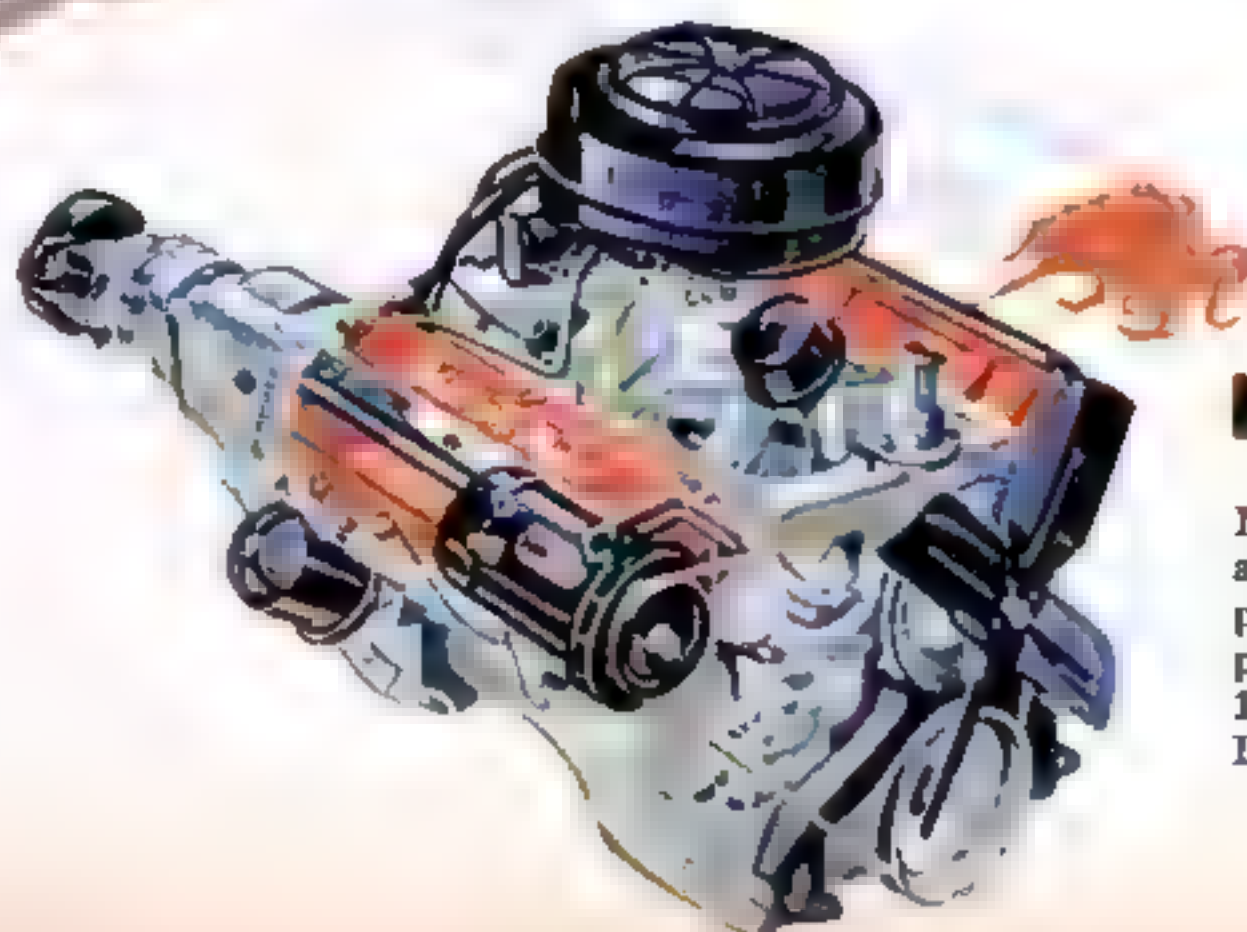
**It's Powered for Action!** Beneath its Jet Air-Flow hood, low and rakish for better road visibility, is the most efficient engine designed for any American car...the sensational new 140-h.p. Red Ram V-Eight. Here's power to spare, economical power, with a magnificent reserve of acceleration and performance that lets you drive with greater confidence, greater safety.

**It's Engineered for Action!** There's a new Gyro-Torque Drive for flashing change-of-pace...with a new "Scat" gear that's plain "greased lightning." There's a new road-hugging, curve-holding ride, new steering ease, thrilling maneuverability.

**It's Styled for Action!** The new '53 Dodge is sleek and trim with a more compact, streamlined exterior, yet with more passenger room than ever in the spacious "Travel Lounge" interior. Every detail of new Action-Beauty styling represents "beauty with a purpose"...from sweeping Pilot-View curved windshield to roomy Cargo-Carrier rear deck and wrap-around rear window.

Find out all that's new with dependability too in the great '53 Dodge. Take a "Road Test" Ride in the action car of the year. See what Dodge has done to open a new era of driving pleasure for active Americans.

Specifications and Equipment subject to change without notice



## Sensational New 140 Horsepower RED RAM V-8 ENGINE!

Most efficient engine design in any American car! Packs more power punch per cubic inch displacement...delivers a full 140-h.p. on "regular" gasoline. It is the only engine design to

bring you the triple power advantages of hemispherical combustion chamber...short stroke design...high-lift lateral valves. More fuel energy goes into power, less is wasted in heat and friction!





*Deliciously yours!*

*P.S. Hunt-for the best. See your grocer's ads  
and look in his store for the low price!*





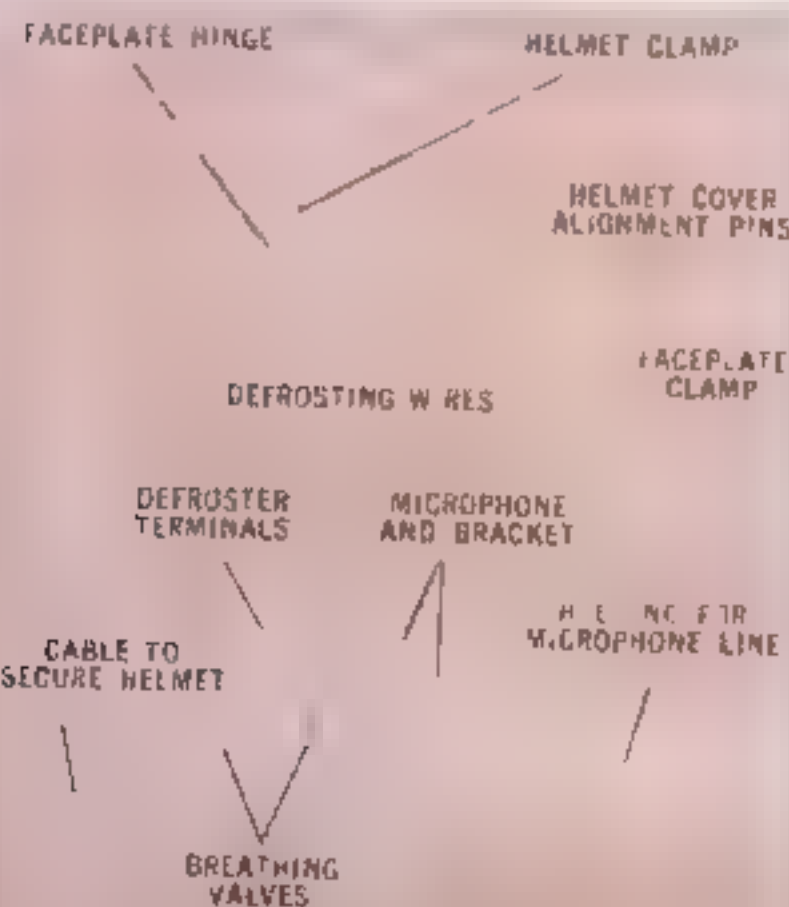
**SUIT'S PLASTIC HELMET**, worn by Johnston, has wide window for vision. Parts are labeled below.

## TEX'S STRATOGALLON HAT

Test pilot Johnston of the jet bombers tries new high-altitude suit

The Air Force showed it had finally caught up with the looks of comic-strip space cadets a fortnight ago when Boeing test pilot Alvin Tex Johnston demonstrated its new high-altitude suit and plastic helmet (above). The stratosuit counteracts the effects of "explosive decompression" on a pilot's body if his pressurized

cabin springs a leak at jet-age altitudes. The pressure then drops to near zero, the blood boils, and death comes quickly. The new suit keeps body pressure up by automatically inflating itself. It has already saved one pilot whose canopy cracked and will soon become standard equipment for high-flying Air Force personnel.







**TEST PILOT BRIEFING** is held at Boeing Field where Johnston, who tests bombers when not trying out stratosuits, rests before taking the new B-52 up.



**THE STRATOSUIT** has tubes along legs and shoulders which, when cabin pressure drops, are automatically inflated with oxygen from plane's supply. As tubes swell they draw nearby lacing taut, tightening suit and thus supplying pressure for the pilot's body to replace the atmospheric pressure lost.



**FIRST TAKE-OFF** of eight-jet B-52 took place near Seattle. Johnston was one of pilots who tested first U.S. jet plane and first U.S. rocket plane, the X-1.

"ARE YOU **SURE**  
YOU DON'T NEED

**a man's  
deodorant...**



Men, guard against perspiration odors! Mennen Spray Deodorant, longer-lasting protection, thanks to special ingredient Permatec. Crisp, masculine scent. Quick—"Just squeeze, it sprays!" Large size 59¢. New giant economy size 98¢ — saves you 20¢. At your favorite drug counter today!

**OF LEADING SPRAY DEODORANTS  
ONLY MENNEN HAS ALL 4!**

Brand	1 Checks Perspiration	2 Special Deodorizing Agent*	3 Special Drying Agent	4 Type of Scent
MENNEN	YES	YES	YES	Sweet Perfume
SPRAY B	YES	NO	NO	Sweet Perfume
SPRAY C	YES	NO	NO	Sweet Perfume

\*Permatec

**P.S.** Smart women everywhere are switching to Mennen Spray Deodorant for complete protection. Try a bottle — you'll like it!

**MENNEN**  
Spray Deodorant  
**FOR MEN**







# THE LAST American

**A long time ago**, before this country became known as the United States of America, a man died for freedom. You see, he so valued the right to worship as he pleased, to speak as he thought, to vote as his conscience dictated—that he died, rather than relinquish it.

No stone marks the spot where he fell—and his name, whatever it was, has been lost to history—shrouded in the mist of passing time. He was, simply, the *first* American.

**As the years marched by**, others followed in the steps of the first American. Sleepy towns and gentle meadows became known to fame—were christened with the blood of those who believed with him that the right to have a free voice in their government . . . to determine their *own* destiny . . . was more precious by far than mere living.

But as freedom seemed secured, there were those who began to hold it cheaply. Though free men, they would not exercise their freedom. Given the right to speak, they kept silent. And their votes were never counted—for they cast none.

It was then that the first American, and all those who had followed after him, stirred in their graves. For they knew that among those whose voice was never heard—whose vote was never counted—somebody might be chosen the *last* American.

**The right to vote**—freely and intelligently—is a precious thing in the world today. Free men . . . and their free traditions . . . are being attacked more fiercely than ever before. We know that there are many who once enjoyed freedom, who may never live to see it again.

But freedom is more than the right to cast a simple “yea” or “nay” at the polls. It is an *obligation* to cast your vote with all the intelligence and reason with which you are capable. How you will vote . . . which candidate you will support . . . is for you to decide.

Remember, however, that the obligation to vote involves an obligation to *think* as well.

**There has never been a time** in America’s history when intelligent citizenship has been more vital to the nation’s welfare.

*Now* is the time to study the issues on which your choice will be based November 4th. And *now* also is the time to start thinking—that you may choose intelligently *then*.

Twelve years ago, “The Last American” was first published in “The Orange Disc,” magazine of the Gulf Companies. Gulf repeats it here because the message seems as timely now as it was then.





No other  
Anti-Freeze  
gives your car  
the same complete  
Protection!



WITH

**PRESTONE**  
BRAND  
**ANTI-FREEZE**

**You're  
SET**

Just put "Prestone" anti-freeze in and forget it till spring! No "boil-away" worries... no repair bills - its special inhibitors give the world's best protection against rust, clogging and foaming.

**You're  
SAFE**

High compression engines and efficient car heaters make non-evaporating anti-freeze more important now than ever. There's not one drop of boil-away alcohol or methanol in "Prestone" anti-freeze.

**You're  
SURE**

With "Prestone" brand anti-freeze in your car, you're sure you've bought the best. It's America's No. 1 brand. No other anti-freeze gives your car the same complete protection. It's guaranteed!

**NATIONAL CARBON COMPANY**

A Division of Union Carbide and Carbon Corporation  
20 East 42nd Street, New York 17, N. Y.

The terms "Prestone" and "Eveready" are registered trade-marks of Union Carbide and Carbon Corporation

**\$3.75**  
PER GAL.

**\$1.00**  
PER QUART,  
IN QT. CANS



**IN LOW-ALTITUDE GARB** Test Pilot Johnston stands beneath 48-foot tail of the B-52 wearing his habitual string tie and his broad-brimmed hat.



**SPEEDING FOR FUN**, Johnston goes motorboating with his family. Wife holds daughter Barbara as son Gary pilots boat, towing elder daughter Judy.





The Green Giant gives Art Linkletter the

# lowdown on high values

in Peas and Corn

**LINK:** Mr. Green Giant, will you give the folks the inside story on your new crop?

**GIANT:** Glad to, Art. This was one of those vintage years in Green Giant country. Never seen sweeter peas, more tender corn. Everything went like clockwork.

**LINK:** And you mean *clockwork*? Haven't you developed ways to time that harvest to the minute?

**GIANT:** Yes, we even use 2-way radio to give the alert when

*the fleeting moment of perfect flavor arrives. Crews are speeded to the field and crops picked and packed in a matter of hours.*

**LINK:** Just one more question. When would be a good time for Mrs. Link to stock up?

**GIANT:** Right now. My grocer friends all over the country are featuring Green Giant brands this month. Tell her to look for the special displays with my picture on 'em in all the stores.

**Green Giant Peas**  
BRAND

**Niblets Mexicorn**  
BRAND

**Niblets SWEET Corn**  
BRAND

**Green Giant CREAM STYLE Corn**  
BRAND



Tune in Art Linkletter's "Houseparty" for the Green Giant every Friday afternoon over CBS radio and TV.

Green Giant Company, Inc. Headquarters: 2000 N. Broadway, Los Angeles, California. Telephone: 461-1111. Telex: 151111. Green Giant is a registered trademark. Niblets and Mexicorn are registered trademarks of the Green Giant Company, Inc.









MONTA LEAPS TO PRACTICE A "PASS UNDER LEG FROM A TWO-HAND SPIN" BEFORE SOME STUDENTS OF TWIRLING

## OKLAHOMA'S FIRE TWIRLER

The only person at the University of Oklahoma skillful enough to risk the spectacular fire-twirling act shown on the opposite page is a diminutive sophomore named Monta Smith. Even so, Monta is in constant peril during the show she puts on at night pep rallies. If she stops for only a second the batons become too hot to handle, and if she miscalculates ever so slightly she might easily set her blond hair

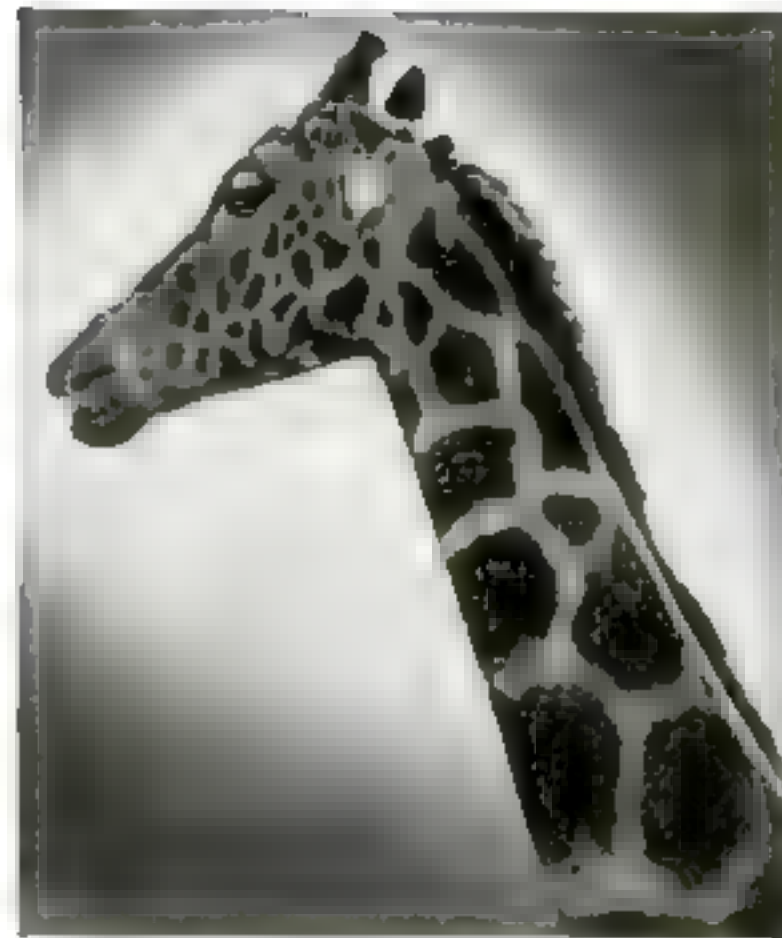
on fire. She has burned herself on the leg once.

Monta began twirling in high school, has been to three separate twirling schools and helps teach at Oklahoma's summer twirling course. But she still works hard to keep fit (*above*) and to improve her all-around twirling (*below*). Just where all this leads is not clear even to Monta. After graduating, she plans to settle down and become a schoolteacher.



← **PRANCING** during act, Monta spins some flames around herself. Picture was taken by time exposure, plus flash.

**LOLLING** on dormitory cot, Monta practices toe-twirling. She hasn't yet found way to work toe-twirling into her act.



**DON'T EVER OVERLOOK  
YOUR GOOD FRIENDS!**



**SERVE YOUR GUESTS  
KING—THE BLEND THAT  
TASTES THE BEST!**



**FOR SMOOTHER, Milder,  
LIGHTER DRINKS STEP UP TO  
THE KING OF BLENDS!**

BLENDING WHISKY. THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 4 YEARS OR MORE OLD. 37½% STRAIGHT WHISKIES. 62½% GRAIN NEUTRAL SPIRITS. 86 PROOF. BROWN-FORMAN DISTILLERS CORP. AT LOUISVILLE IN KENTUCKY.

CONTINUED ON NEXT PAGE



# ANCESTRAL

BY **Marvella®**  
SIMULATED PEARLS

The fashion is new...the flavor is old world...  
and the beauty of Marvella's ensemble in  
golden Marvanium\* and rich lustrous pearls  
is the fact that you can wear them separately or together...  
for simplicity or opulence as your costume demands.

3-Rock Adjustable Collar, \$10 5-Rock Adjustable Bib, \$15 Earrings, \$2  
At all fine stores • Add 20% Fed. Tax



383 FIFTH AVENUE, NEW YORK 16

REGISTERED

## Fire Twirler CONTINUED



**WITH BAND,** Monta plays the cymbals. All twirlers at Oklahoma must also be members of the band. She plays with band during marching formation.



**BEING TWIRLED,** Monta is tossed about by 260-pound tackle Hilary Iglehart after football practice. At daytime games, Monta's twirling is nonfiery.



**AFTER GAME** Monta is exhausted. She marches with the band before the game, between halves and after the game, twirls during cheers and time outs.

CONTINUED ON PAGE 60



It's neat and attractive...

quick and convenient...

and it's yours

FREE

when you buy the dollar size

Jergens Lotion! (*Both only 98¢ plus tax*)



Slip this tidy dispenser into a Jergens Lotion bottle in place of the cap, and you've a spill-proof *beauty accessory* for dressing table, bath or kitchen.



A tap of your fingertip gives just the right amount of soothing, pure white Jergens Lotion to make your hands smooth again after dishwashing or chores.



Look for this special yellow and black carton and get a dainty dispenser *free* with the big dollar size Jergens Lotion—both only 98¢, plus tax!



Use Jergens Lotion for two weeks. If you're not completely delighted with it, mail it back to The Andrew Jergens Company, Cincinnati 14, Ohio, and your full purchase price will be refunded. Keep the dispenser as your free gift.





Bold and masculine—with really expensive good looks. Dramatic, square case softened with modern carved rings! Deep spherical crystal. 17 jewels. With golden expansion band, \$29.75†. With strap, \$25†.

Sophisticated and smart! Designed for the tailored woman. Classic square face accented by a curved crystal. 17 jewels. With expansion bracelet, \$50†. With cord, \$47.50†.



*Now  
the skill of  
experienced hands  
creates...*

## *Four beauties in time... for Christmas*

Truly a gift of love...new, style-setting watches to mark your time beautifully, faithfully throughout the years. For, in the great Seth Thomas\* tradition, each lovely design holds a superbly accurate movement built by the skilled hands of men wise in the ways of time! Write for free folder on other fine Seth Thomas watches: Dept. LI-0, Thomaston, Conn.

Sports watch for an active man! Water and shock resistant (Incabloc). Self-winding, anti-magnetic. Luminous hands. 17 jewels. Leather strap, \$52.50†.

New, modern timepiece with stepped end-pieces. 17 jewels. With expansion bracelet, \$35†. With cord, \$33.75†.

*The Newest in fine watches  
by the Oldest name in time*  
Since 1813

# SETH THOMAS

*of Thomaston, Connecticut*

Fine clocks and watches

\*Reg. U. S. Pat. Off.



†Includes Federal tax.

Division of General Time Corp.

Prices subject to change without notice.



Fire Twirler CONTINUED

## A FEW DON'TS FOR TWIRLERS



**STRAINED KICK** is performed by Duke Miller, who taught twirling this past summer at Sam Houston State Teachers College in Huntsville, Texas where Monta has studied.



**ODD POSTURE** during maneuvers distracts from twirling skill. Miller parodies faulty twirling techniques not to amuse his students but to help emphasize correct procedure.



**CLUMSY WORK** with fingers while trying to roll baton around body will lose stick. By profession, Miller is a twirling teacher who works most of the year in Arizona schools.



The beer that made  
Milwaukee famous is  
*the beer the world  
loves best*



It started over a hundred years ago . . . with talk about that good Schlitz Beer that came out of Milwaukee. And Schlitz became known as—

*"The Beer that made Milwaukee famous"*

That phrase found its way into the language of the people . . . the beer found its way all over the country and across the seas.

And the talk that started more than a century ago still travels around the world. So does the famous Schlitz beer in brown bottles.

Today, Schlitz is the beer the world loves best.

*It's a fact, more people do prefer (and buy) Schlitz than any other beer.*



If you like beer  
you'll love Schlitz

ON TV EVERY WEEK  
Schlitz "Playhouse of Stars"  
See your newspaper for  
time and station

©1952,  
JOS. SCHLITZ BREWING CO.,  
MILWAUKEE, WIS.



The beer that made Milwaukee famous



# It's New And It's News!

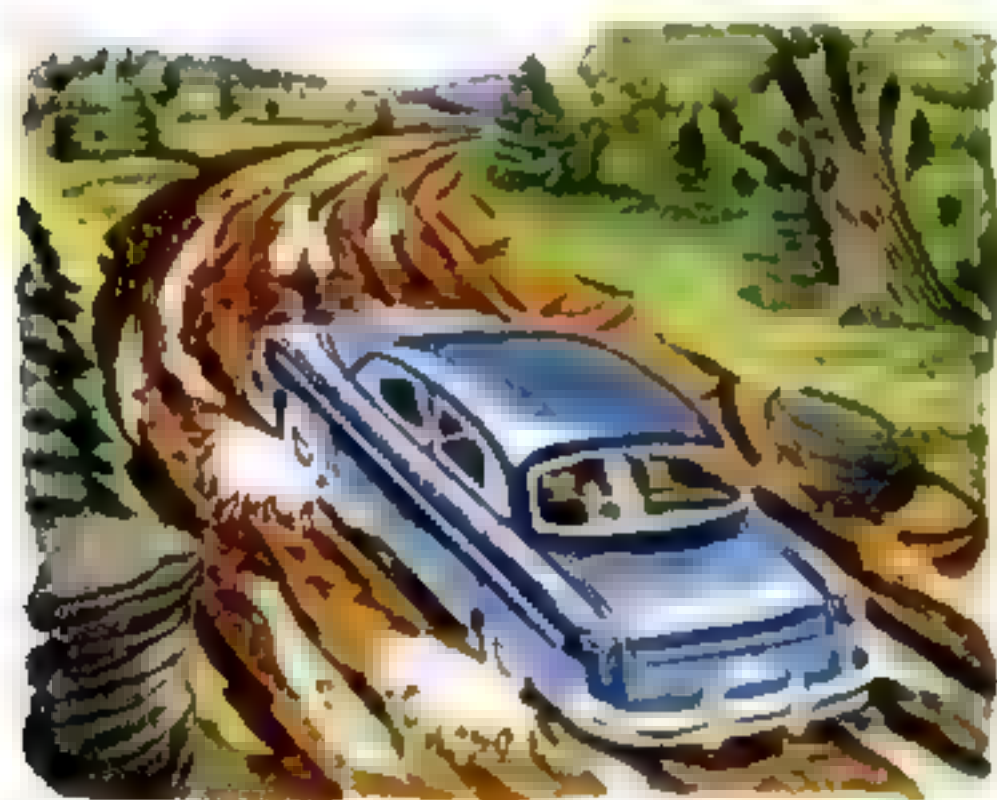
# Firestone

## FOR SUPER TRACTION AND EXTRA SAFETY



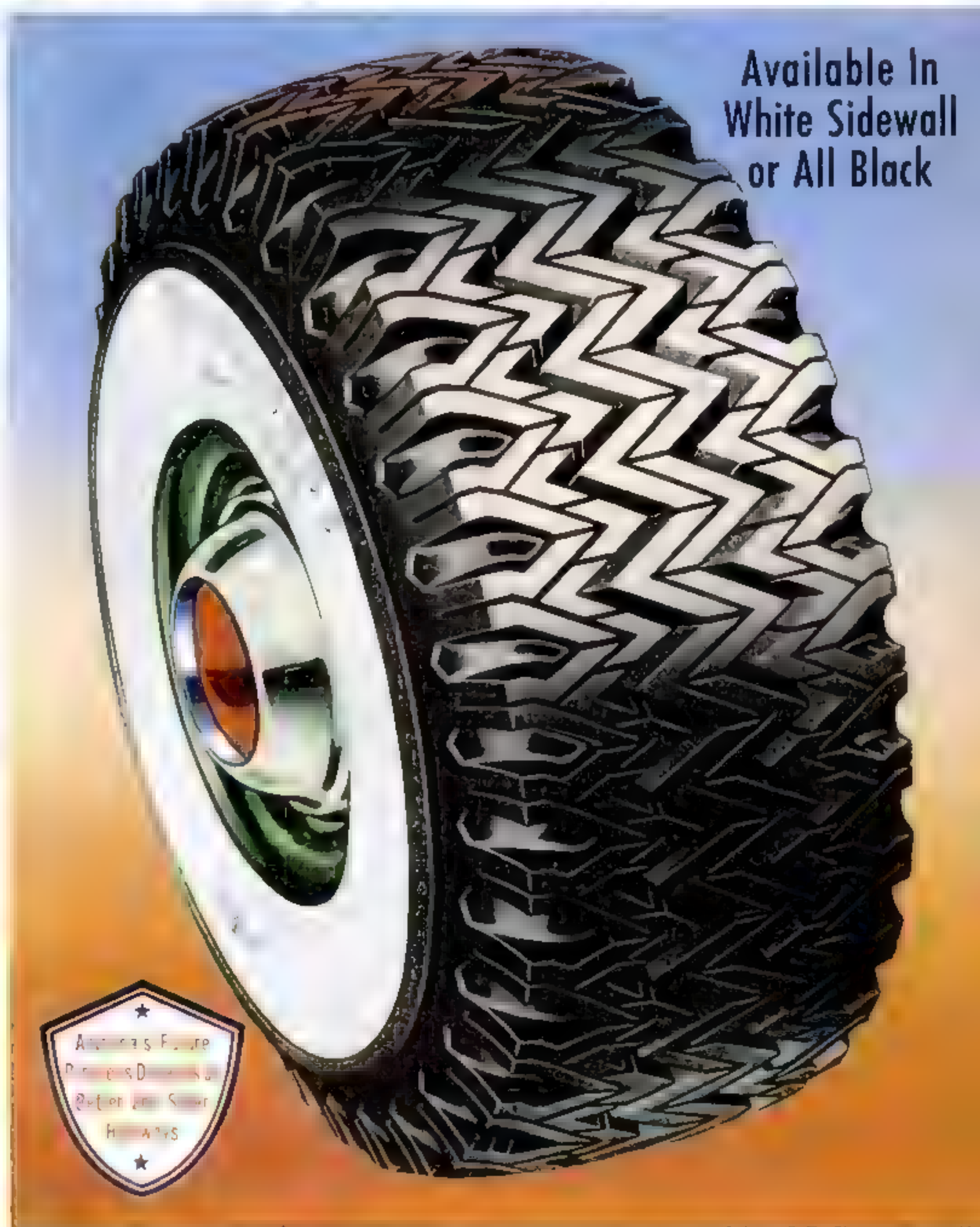
### MORE TRACTION ON ICE

The Firestone Town and Country has a wider, flatter tread for greater contact with the road and scientifically-designed traction elements for safe starting and stopping on ice, frozen rain, or hard-packed snow.



### MORE TRACTION IN MUD

With Firestone Town and Country tires on your car, you have super traction to pull out of deep mud. The wider, deeper, flatter, self-cleaning tread and the extra-rugged shoulder elements give you the pulling power you need.



Available In  
White Sidewall  
or All Black

## ANOTHER PROOF THAT YOUR SAFETY



# Announcing the All-Season

## Town & Country

**ON ICE OR SNOW . . . IN RAIN OR MUD**

### Outperforms and Outwears Any Other Traction Tire Ever Made

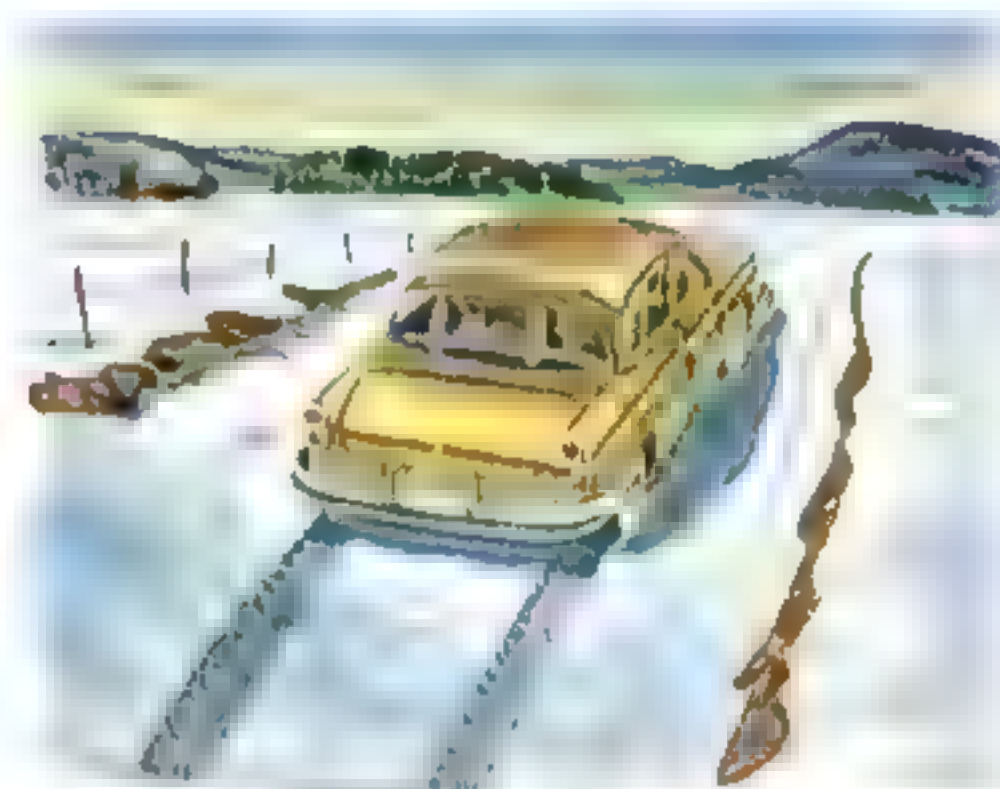
**H**ERE is an important announcement to car owners who want super traction and extra safety at all seasons of the year!

The new Firestone Town and Country is the *first* and only tire with a tread that gives you super traction and extra safety on any type of road and in any kind of weather . . . and at the same time gives you longer mileage, quiet operation, smooth-riding comfort and ease of steering never before found in any traction tire.

With Firestone Town and Country tires on your car, you can pull out of deep snow or clinging mud because the tread digs in and cleans itself automatically. And you get the greatest protection against skidding ever built into a tire.

Go to your nearby Firestone Dealer or Store and equip your car with Firestone Town and Country tires, the tires that always give you super traction and extra safety on ice or snow, in rain or mud.

*Enjoy the Voice of Firestone on radio or television every Monday evening over NBC*



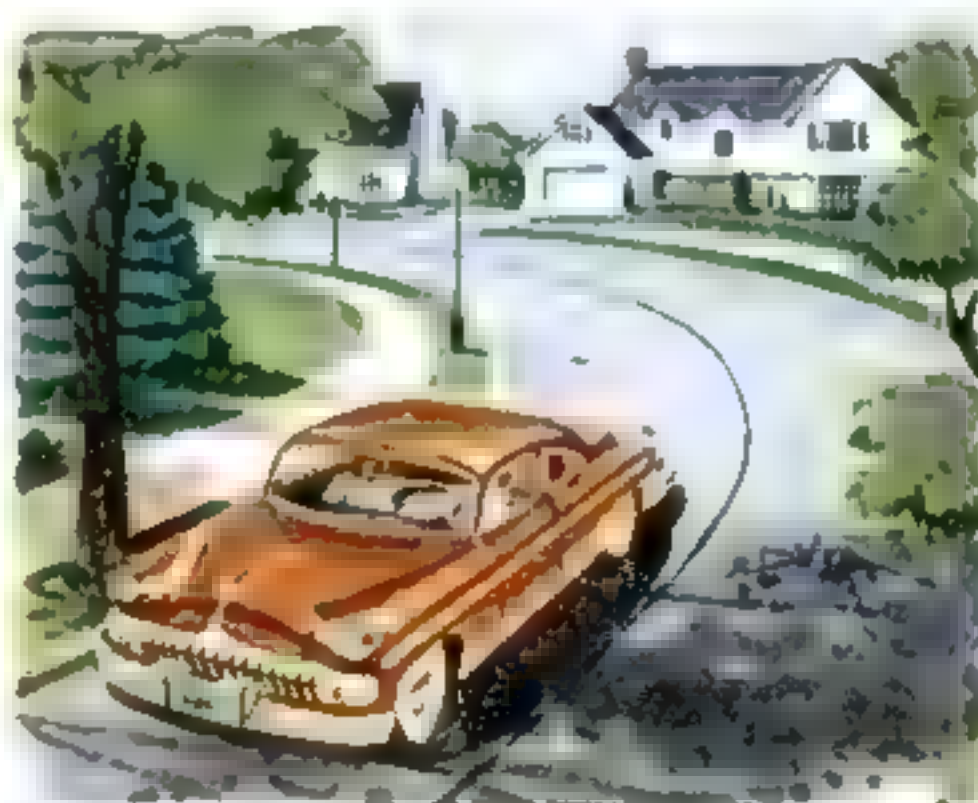
#### MORE TRACTION IN SNOW

When the snow is deep and the going is tough, the exclusive Firestone Town and Country tread with its sharp traction edges penetrates and bites into the snow to give you super traction and extra safety not found in any other tire.



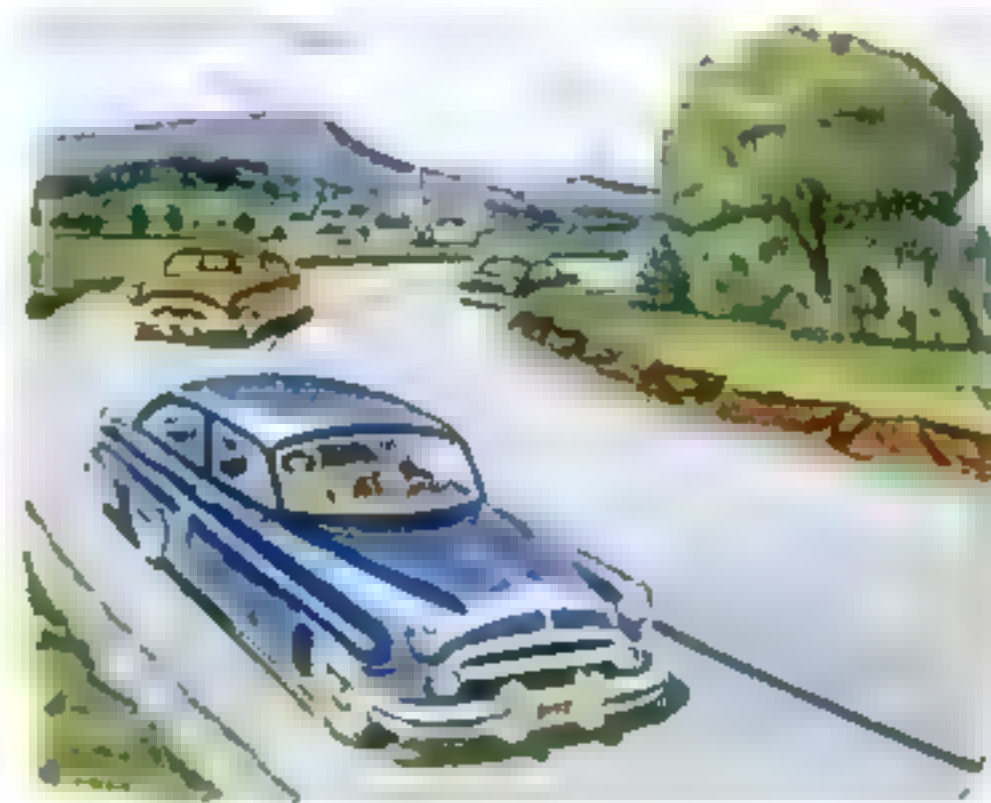
#### EXTRA SAFETY IN RAIN

Most bad skids occur on wet pavements. But the Firestone Town and Country has a tread that is designed to give you safe, sure, straight-line stops without dangerous skidding. And this non-skid safety lasts for the life of the tire.



#### SMOOTHER, QUIETER

Continuous tread design assures riding comfort and prevents annoying whine, rumble and vibration often found in other traction tires. Super-Balloon construction absorbs shocks. Safti-Lock Gum-Dipped body resists blowouts.



#### LONGER MILEAGE

The tread of the Firestone Town and Country tire is specially compounded and exclusively designed to deliver long, dependable, trouble-free mileage. Even when driven on dry roads there is no excessive or premature tread wear.

Copyright, 1952, The Firestone Tire & Rubber Co.

**IS OUR BUSINESS AT FIRESTONE !**





TWO NINTH GRADE SCHOOLGIRLS COLLABORATED TO DO THIS PAINTING ON A WINDOW OF GRAMPP'S HARDWARE STORE, WHICH DISPLAYS KITCHENWARE

## JERSEY SAYS NO SOAP TO HALLOWE'EN

To many children Hallowe'en simply represents an opportunity to grab a piece of soap, mess up somebody's window and run like fury before the owner catches you. The kids of New Jersey are having all this fun without having to run for it afterward. They are, in fact, encouraged to do their worst—and in color.

In the city of Elizabeth, for example, the

plan was initiated by the Elizabeth Avenue Merchants Association which invited some of the local schoolchildren to decorate their shop windows for Hallowe'en. Last year the supervisor of art education for Elizabeth's 26 public schools agreed it was a good idea and decided to turn the ninth graders of the Grover Cleveland Junior High School loose on the project.


More than 200 of them scrambled up ladders and plastered 150 store windows with their scariest designs, some of which are shown on this page. They used up 25 gallons of paint provided by the shop owners. This year a new assortment of ninth graders are at it again, determined to produce even more frightening witches, leering ghosts and brooding black cats.



FIENDISH MONSTER, towering above an abstract city scene, was painted in gaudy pinks on window of the Colonial Decorators shop on Elizabeth Avenue.

HOLIDAY SYMBOLS (left), including a sinister witch, a parade of floating spooks, an ominous skeleton and a black cat, adorn the window of another shop.





*Every meal of the day you can enjoy foods made with dextrose food-energy sugar. Leading producers use dextrose to improve the flavor, texture and quality of the foods they prepare for you—at no extra cost.*

**What is dextrose?**

It is a pure white, sparkling sugar—the sugar your body uses directly for energy. Under the trade name of Cereclose, it is sold to many producers of fine foods throughout America.

**CORN PRODUCTS REFINING COMPANY**  
*leading producers of...*

**dextrose**  
**FOOD ENERGY SUGAR**



# NEW MILLION DOLLAR IMPROVEMENT STOPS THE MAJOR CAUSE OF ENGINE WEAR



**Acid Action—  
not friction—  
is the major cause  
of engine wear.**

Shell X-100 Motor Oil, pioneer in counteracting Acid Action with alkaline "X" safety factors, now at a cost of a million dollars has increased this protection—with safety factors almost doubled.

Shell X-100 Motor Oil stops Acid Action, the major cause of engine wear . . .

Extra cleansing factors prevent fouling deposits on hydraulic valve lifters and other vital parts.

Shell X-100 is a heavy-duty, premium motor oil. Today, let your Shell dealer drain and refill your crankcase with new Shell X-100 Motor Oil. It's incomparable.





**FIERCE FACES** appear on pumpkins as Tom Naples tacks on butternut squash noses, parsnip lips, summer squash ears. Eyes are painted on later.

## ILLINOIS PUMPKIN-PATCH GARGOYLES

In Leyden Township, Ill., when Halloween approaches, a farmer named Tom Naples takes some pumpkins and turns them into the happy horrors shown above. To create his special Halloween art Naples uses paint, imagination and other vegetables he grows. Then he lines them up in front of his roadside stand and sells them for \$2 each. To Girl Scouts, charities and children's groups he gives unadorned pumpkins away free for the hauling. Last year he disposed of about 3,000 Halloween pumpkins, selling most of his crop of 300,000 for pies.

# Don't half clean ... Jet Clean! with the **UNIVERSAL Jet 99**

Here's more power to keep your home sparkling clean and fresh. It's jet cleaning with the new Universal Jet 99. The most powerful motor ever put into a vacuum cleaner gives the Jet 99 a super-suction that removes more dust and dirt from every room... cleans faster, easier from floor to ceiling. Try the Jet 99 today... and see the difference!



**EMPTIES IN 2 SECONDS!**



**JUST PRESS THE BUTTON... TOSS THE PAPER BAG AWAY!**



Get a free Jet 99 demonstration at this display.

In Canada sold by  
The T. Eaton Co., Limited

Landers, Frary & Clark (L-11)  
New Britain, Connecticut

Please send me complete information on how to do my home cleaning easier and faster with the Jet 99.

Name

Address

City & Zone  State

America's Most Complete Line of Home Cleaning Equipment

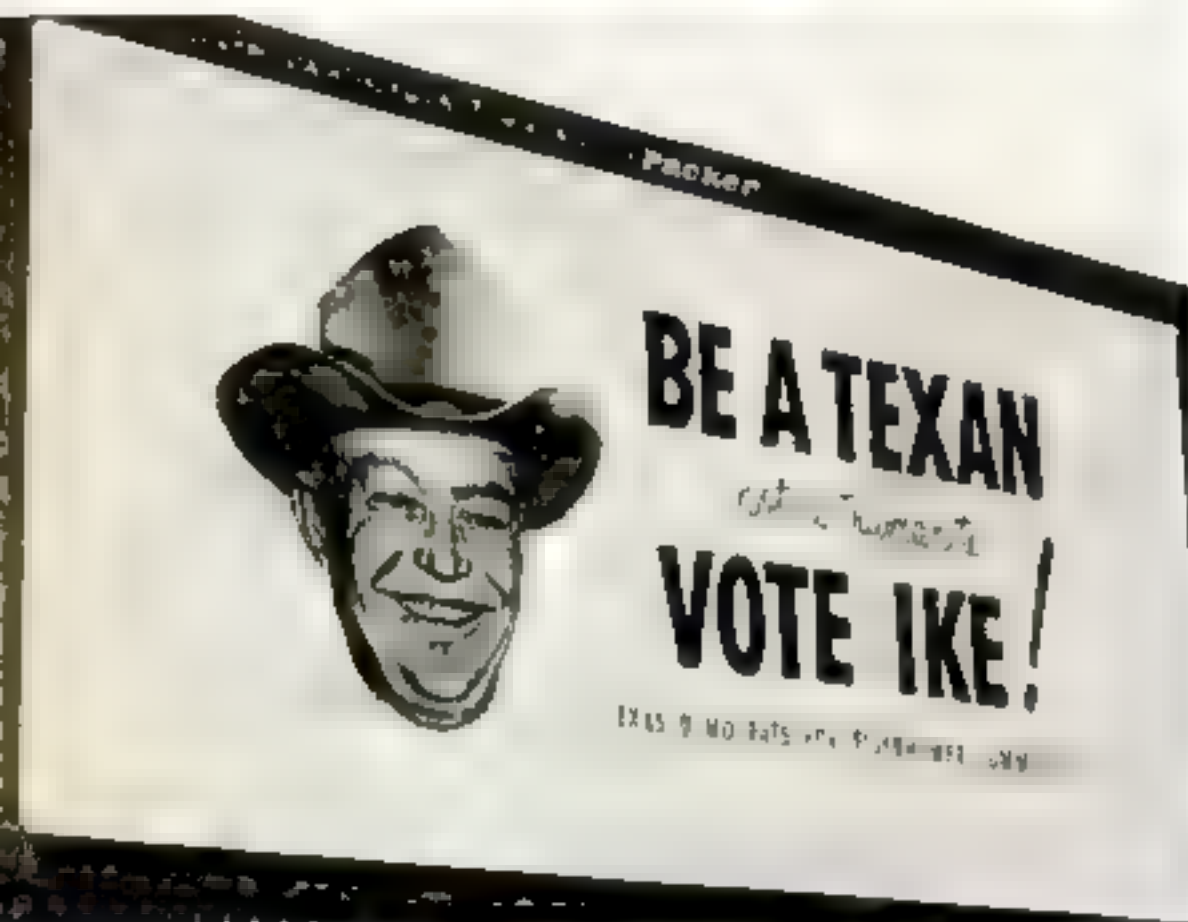
# UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.



# EISENHOWER'S CAMPAIGN

WITH FIVE DIXIE STATES IN DOUBT, REPUBLICAN GAINS IN OLD



**SOUTHERN BILLBOARDS** for Eisenhower soft-pedal party and play up the candidate. In Louisiana, which lost most through tidelands decision, the emphasis is put on one of the most vital local issues.

**W**HEN General Eisenhower disregarded the advice of some of his top strategists last September and decided to campaign actively in the South he made a decision that will have lasting consequences to American politics for years to come. For it is now clear that nothing less than a political revolution has taken place in the South.

Where formerly all 11 states of the old Confederacy were lumped together as "the solid South" with 128 electoral votes for the Democratic party, there are, as this is written three weeks before Election Day, five states in which the election could go either way. These states, in order of vulnerability to the Republican candidate, are Florida, South Carolina, Virginia, Texas and Louisiana. In two other states Eisenhower is conceded to have at least an outside chance: Tennessee and Alabama.

Elsewhere in the South, though there can be little hope for the Republicans, an active campaign for the Republican candidate is being carried on, in some states for the first time since 1876. Whatever happens, the general seems likely to attract the greatest popular vote ever given a Republican candidate in the South.

These findings are based on personal investigation in five states and the reports of LIFE's correspondents in others. The full scope and significance of the southern political revolution is little understood in other regions, particularly in the North. For many decades there has not been a vestige of the two-party system in most southern states. In the few states where a permanent Republican minority contested elections, the outcome in presidential campaigns has rarely been in doubt. Since the important races were decided in the state Democratic primaries, Dixie might well have been another country so far as presidential elections were concerned. Most citizens took a detached interest in them but few felt impelled to work for the candidate or go to the polls and vote.

Even in 1948 when South Carolina's native son Strom Thurmond was running on the Dixiecrat ticket only 143,000 out of 480,000 registered voters went to the polls in November. But this year the Eisenhower invasion of the South has produced new highs in registration records and promises to bring out masses of new voters. The rank and file voters seem to feel they now have as real a stake in the election as the party professionals in the courthouse.

The long entrenchment of the Democratic party in the South was a bequest of the Reconstruction era following the Civil War, when Federal troops supported Republican state administrations at the bayonet point. The Democratic party of the South naturally became the symbol of white supremacy in states where blacks and carpetbagging whites governed by Federal dictate. Economics was an influence too, though less powerful than history because of the Democrats' traditional support of low tariffs and agriculture.

After Reconstruction, changes came more rapidly in economics than in politics to the

South. Even though big industry thrust itself in among the cotton fields the South has remained loyal to the Democrats with only two exceptions: in 1928, when the dry and Protestant Southerners deserted wet and Catholic Al Smith; and in 1948, when the Dixiecrats detached four states from the Democratic column. Neither of these rebellions, however, cut so deeply into the base of the Democratic party as Eisenhower's campaign appears to have done. In 1928 a surprising number of party leaders remained loyal to the party, as did many states. The Dixiecrats achieved their results by using the Democratic party machinery to manufacture Dixiecrat votes; they had to assure their voters that they were still considered good Democrats.

Between these past rebellions and the present upheaval in the South there is the difference between a Model T and a Model '52. It is true that like the Dixiecrat vote the Eisenhower movement represents protest. It is true also that Eisenhower profits from regional concern about regional issues—civil rights and the tidelands—which have been responsible in part for swinging three governors against Stevenson and over to Eisenhower.

Some Southerners express a zeal and devotion for Eisenhower matched by few northern followers. For instance Winton Blount, chairman of the Citizens for Eisenhower in Alabama, says, "If the Southerners mean the things that they have been saying since 1860, I don't see how they can vote for anybody but Eisenhower."

But while many Southerners agree with him there are other southern politicians who feel that Ike's election would mean the beginning of the end of their favored position. They are prepared to fight to the end to prevent his entering the White House, not so much because they worry about the presidency but because they wonder what will happen back home as a result. When the new Democratic National Chairman, Stephen



**BUTTONS IN FRENCH** are provided by efficient organizers in Louisiana for Ike's Cajun admirers.



# UNOLIDIFIES THE SOUTH

DEMOCRATIC STRONGHOLD PRESAGE AT LEAST LONG-TERM UPHEAVAL IN POLITICS by ROBERT T. ELSON

Mitchell, met with the southern national committeemen in Atlanta, one of them exhorted his fellow committeemen, "If you give those — the presidency this year, they will want the courthouse next year."

The average Eisenhower volunteer worker in the South, nominally Democratic though he may remain, bears a close resemblance to the Ike worker elsewhere in the country. There is no more typical southern leader for Eisenhower, for instance, than W. S. Reamer Jr., a small but successful businessman of Columbia, S.C., who helped to organize the South Carolinians for Ike. "I am not a politician," he said, "but I was sick and tired of having my vote taken for granted." As in the North, there is tremendous enthusiasm among the women. At Fort Worth 350 women representing 84 towns and cities paid their own way to attend a briefing on how to organize a precinct campaign.

Such amateur enthusiasm is infectious. It has caught on for Stevenson too. With many of the Democratic party hacks sitting this general election out because they hate Truman and distrust the party's stand on civil rights, the Stevenson campaigns in many states are being directed, manned and financed by the amateurs.

## New allies for an old party

To make up for the Dixiecrats' desertion, the Democratic machines which once were solidly built on "white supremacy" are making friends out of the people they once exploited. In Dade County, Fla. there are five predominantly Jewish precincts and six Negro precincts which the Democrats expect to carry. It is estimated that 100,000 Negroes are registered in South Carolina, and of these, 50,000, mainly around Columbia and Charleston, probably will vote. Officially the Democratic headquarters professes ignorance of the Negro vote; in practice it is counting on these votes to help beat Eisenhower.

In south Texas there are 15,000 Latin Americans whose vote is largely controlled by George Parr, boss of Duval County. Mr. Parr, whose civil rights were restored by the Administration after serving nearly a year in a federal prison in 1936 for income tax evasion, is counted on by Democrats to show his gratitude on election day by delivering his bloc to the Administration.

As elsewhere, but in the South with particular emphasis, the Democrats campaign against Herbert Hoover, hammering ceaselessly on the old theme of 5¢ cotton (It is now 36¢). Even a demagogue like Georgia's Herman Talmadge, who makes no secret of the fact that he does not like Stevenson or Sparkman, finds it useful to trot out this weary argument. The politicians are frequently aided by the ubiquitous county agent who is ever ready to remind the voter of the gratitude he owes a beneficent Democratic administration. The Republican lines of attack—Korea, corruption and Communism—take the same course as they do in



DEMOCRATIC BELLES warm up the crowd at Oklahoma City before a Stevenson speech. Here as

elsewhere Democratic theme is variant of "don't let 'em take it away" plus traditional allegiance to party.

CONTINUED ON NEXT PAGE



# Weekend Drink Guide

**Puerto Rican RUM Highball**  
1½ to 2 oz.  
Puerto Rican Rum  
Add ice, soda,  
ginger ale or water  
(Many use twist of lemon peel or  
dash of Angostura bitters)

**Puerto Rican RUM Daiquiri**  
Juice of ½ lime  
1½ oz. Puerto Rican Rum  
1 tsp. sugar  
Shake well with cracked ice. Strain  
into glass.

**Puerto Rican RUM Sour**  
1½ oz. Puerto Rican Rum  
Juice of 1 lemon  
½ tsp. sugar  
Shake well with cracked ice, strain  
into chilled glass. Garnish with slice  
of orange and cherry.

**Puerto Rican RUM & Maple**  
1½ oz. Puerto Rican Rum  
1 tsp. Maple Syrup  
1 dash Angostura bitters  
Splash of water  
Mix syrup, water and bitters. Add  
Puerto Rican Rum, ice and stir. Garnish with  
twist of lemon peel.

**Puerto Rican RUM 'n' Cola**  
1½ oz. Puerto Rican Rum  
Juice of ½ lemon or lime  
Add ice and fill with cola  
Just the way it's made at Puerto  
Rico's Caribe Hilton!

## RUM Fruit Punch (Serves 12)



1½ bottles (fifths) Puerto Rican Rum  
6 oz. pineapple juice 10 oz. orange juice  
10 oz. lime juice 1½ qts. ginger ale or soda  
"Steep" for one hour. Add ginger ale or soda,  
pour over block of ice in bowl and stir.  
Decorate with 1 pint sliced strawberries,  
lemon and lime slices.

### NOW... FREE!

Rumater Party Kits and Rum  
food and drink recipes. Ask your  
dealer or write to Dept. 10, Rums  
of Puerto Rico, 600 Fifth Avenue,  
New York City 20.



CITRUS LEI was presented to Stevenson at Tampa, which is rated as stronghold of loyal Democrats.

## THE UNSOLID SOUTH CONTINUED

the North. If the appearance of a Taft on Eisenhower's platform worries eastern liberals in the Republican party, the emergence of Truman as Stevenson's champion enrages and exasperates many who still remain loyal Democrats down South.

Political regionalism, which has been dying longer and harder in the South than anywhere else, is in its last days. The symptoms of its final decline are clearest in the five states where Eisenhower has been making his strongest race.

## Florida: no bosses to guide her

If ever a state was due for a change that state is Florida. About 48% of her citizens are immigrants from other states, many from those which have long had a two-party system. As voters they defy simple classification. Miami and Miami Beach (Dade County) reflect the metropolitan tensions of Metropolitan New York and Chicago. The "hog and hominy" counties in the north harbor the suspicious and reactionary "crackers," but elsewhere there are to be found wealthy orange growers and cattlemen. The political views of organized labor dominate the Cuban cigar makers of Tampa. All over the state there is an aging population whose retirement allowances are pinched by the shrinking dollar.

Just as the voters of Florida defy simple classification their leaders defy discipline. The tradition of the state, says V. O. Key Jr. in his book, *Southern Politics*, is "every candidate for himself."

This is certainly true this year. Florida's senior senator, Spessard L. Holland, has gone fishing during the campaign. The junior senator, George Smathers, declined to introduce Stevenson at Miami unless he could first explain where he differed with the candidate on civil rights and tidelands. The invitation was withdrawn and Smathers made a brief nonspeaking appearance with

CONTINUED ON PAGE 71



FLORIDA SENATORS, present and past (left to right, George Smathers, Spessard L. Holland and Claude Pepper), are all Democrats but they differ on party platform and candidates. Smathers also is lukewarmly pro-Stevenson, opposes him on civil rights. Holland dissociates himself from the national campaign. Pepper, an ardent New and Fair Dealer, backs Adlai all the way.

# Bite's Out



NOW—  
MORE  
TOBACCO  
IN EVERY  
TIN!

# Pleasure's In!

For real pipe-smoking  
comfort—try crimp cut  
Prince Albert! It is  
specially treated by a  
patented "No-Bite"  
process to insure  
against tongue bite.  
Makes a tasty  
"makin's" cigar-  
rette, too!



MORE MEN SMOKE

# Prince Albert

THAN ANY OTHER  
TOBACCO

©Process patented July 10, 1901



"Really Mr. Morrier! Do you  
think I'd serve up anything  
but Ronrico!"



Remember!  
In Rum  
it's  
**RONRICO!**

BEST RUM BAR NONE

Ronrico Rums 86 and 151 Proof. Ronrico Corporation,  
San Juan, Puerto Rico. U. S. Rep. Import Div., McKesson  
& Robbins, Inc., N. Y. C. Copyright 1952 "Reg. T. M."



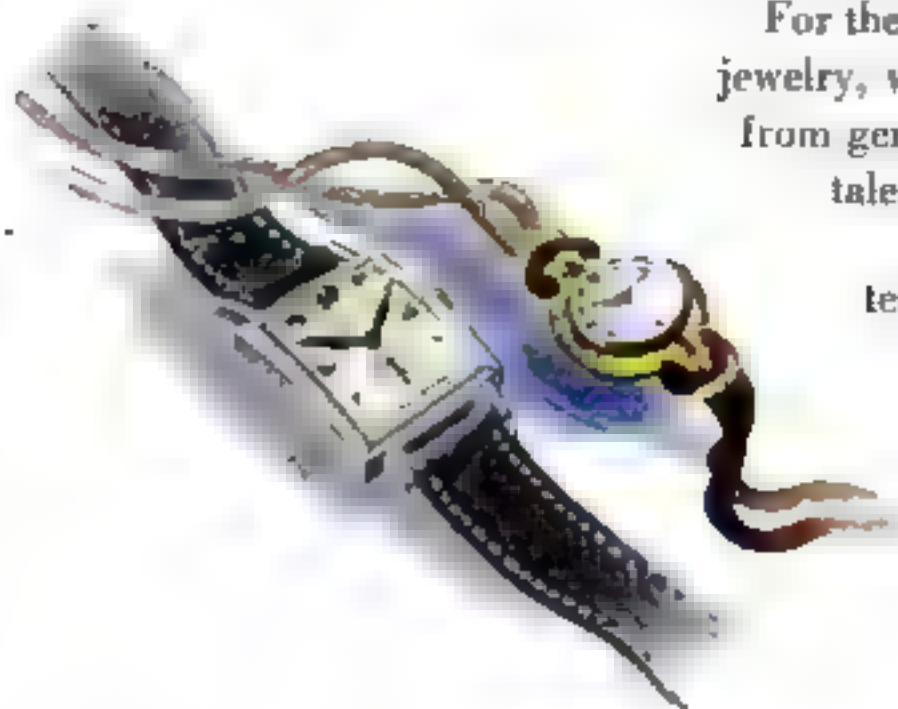


*For the gifts you'll give with pride, let your jeweler be your guide*

## Why fine Swiss watches lead the Watch Fashion Parade

Now is the time to stop at your jeweler's—especially during The Watch Fashion Parade, October 30–November 8.

For the latest fine Swiss watches are designed like precious jewelry, with an inner precision, a workmanship inherited from generations of fine watchmaking. It's a uniquely Swiss talent—this combining of beauty and accuracy, of style and dependability. It explains why seven out of ten jewelers wear fine jeweled-lever Swiss watches.



*The Watchmakers of Switzerland*



Only your jeweler can tell you about the works and workmanship that make your fine Swiss watch so infinitely superior, so economical to service.



**TIME IS THE ART OF THE SWISS**

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1852

**Budweiser**  
LAGER BEER

1952



## PEOPLE'S CHOICE... THEN AND NOW

When all the shouting is over, folks will go right on voting for Budweiser. They like its unchanging platform: supreme quality, distinctive taste and golden brilliance. That's why, through the years, more people have enjoyed more Budweiser than any other beer in history.

**TELEVISION: Tune in to HEADLINES ON PARADE**  
Consult your local paper for time and station



**ANHEUSER-BUSCH, INC.**  
ST. LOUIS, MO. NEWARK, N. J.



the candidate on the platform but has done little else to help.

The retiring governor, Fuller Warren, who achieved national notoriety for his refusal to cooperate with the Kefauver crime investigation, also declined to introduce Mr. Stevenson, but for a more curious reason. "It may not be generally known," he said, "but a small scattering of political dissidents in some areas of Florida are somewhat less than enthusiastic about me. I do not want to stir up this minuscule minority against Governor Stevenson."

The Democratic candidate for governor, Dan McCarty, has devoted himself assiduously and exclusively to his own campaign, while Democratic National Committeeman Richard Barker of Jacksonville early deserted Stevenson for Eisenhower. The leading political figure now campaigning for the Stevenson-Sparkman ticket is ex-Senator Claude Pepper, who, like his fellow loyalists, stoutly affirms for publication that Stevenson will win. They say this bravely but admit the outcome will be close.

Until Stevenson himself visited Miami and Tampa, Democratic hope of success was founded more on assumptions than demonstrated enthusiasm or actual organization. Assumption No. 1 is the assumption that rules in every southern state: that the Democratic voter will find it hard to cross the line and mark a Republican ballot. Assumption No. 2 is that the Democrats can carry most of the six overwhelmingly Negro and five overwhelmingly Jewish wards in Miami and Miami Beach, which voted for New Deal Senator Pepper against the conservative George Smathers in the 1950 election. Assumption No. 3 is that wherever there is a bloc of trade union votes, as among the aircraft maintenance men in Miami or the Tampa cigar makers, those voters are expected to go Democratic again.

The Eisenhower leaders do not discount any one of these assumptions. They say frankly that unless a substantial body of Democrats cross party lines Ike cannot carry the state. But some signs encourage them. In 1950 there were only 247 Republican precinct captains; today there are 1,545, plus 49 Democrats for Eisenhower clubs. There are registered Republicans today in all of Florida's 67 counties. There are four G.O.P. candidates for congress and one for governor. Most important of all, there has been an increase of 35% in registration (in Dade County alone it has risen from 157,000 to 288,000) and they feel this increase favors Eisenhower.

The Florida campaign for Eisenhower has been run outside of straight party lines and to a large extent it has been successful in keeping the presidential issue separate from local Republican contests. If the Eisenhower managers can maintain the enthusiasm shown so far and capitalize on the known dissatisfaction of many Democrats, their candidate can carry the state.

### In South Carolina: no Republican votes

Eisenhower could carry South Carolina without a single official Republican vote being cast for him.

The highest vote the Republican party has polled in this state since the turn of the century was 5,386 in 1948. It will be smaller this year because the Republicans have officially decided not to support their own electors but instead to work and vote for electors nominated by the South Carolinians for Eisenhower. This group was organized after the state Democratic convention reluctantly fulfilled the promise it made to the national convention in Chicago to put the names of Stevenson and Sparkman on the official Democratic ballot. At that time, the "independents" had three weeks in which to produce 10,000 signatures on a petition to qualify their electors. On the deadline they produced 55,353, an impressive total in a state in which the total vote in the last general election was only 143,000. (The campaign of insurgency for Ike this year gets an accidental lift from the fact that this year for the first time South Carolina has a secret ballot. Previously voters had to ask for either a Democratic or a Republican ballot before voting.)

At first glance, this enthusiasm might seem enough to carry a state which deserted the party in 1948 to follow her native son J. Strom Thurmond and the Dixiecrats. But rebellion has bred a counterrevolution led by a formidable state boss, Edgar Brown of Barnwell, president pro tempore of the state senate and Democratic national committeeman. He is called "the bishop" for the velvet-gloved authority he exerts through his influence on state appropriations.

At the Chicago Democratic convention there was no more beligerent defender of his state's rights, no more bitter foe of the Fair Dealers than Delegate Brown. During the battle over the "loyalty pledge" it was Brown who announced that the South Carolina delegation would leave the convention and never return. But

CONTINUED ON NEXT PAGE

Now - **Throw  
Away  
Nicotine**

—with the new  
strikingly beautiful

**MEDICO  
Crest \$3**



### Filtered Smoking at its Finest! Yours to enjoy in MEDICO CREST

No matter what you're smoking now, you'll get more pleasure out of a Medico Crest Changeable Filter Pipe. Medico Crest is filtered smoking at its best! Choicest imported briar bowls, hand selected for beauty of grain. Finest workmanship—over 100 hand operations! New exquisite Burgundy finish! There's just nothing finer than a Medico Crest.

No matter which Medico Pipe you choose, you'll benefit from Medico Filtered Smoking. Its 66 baffle filter ends all your worries about harmful nicotine and tars, bitter juices and flakes; hot, throat-parching smoke.

When filter turns brown you throw it away. And with it you throw away all the nicotine and other irritants trapped inside. Insert fresh filter to enjoy anew the fragrant essence of clean tobacco smoke... cooler, dryer, sweeter.

"Br-r-r-r!  
I used to swallow  
what's trapped  
in there..."

...Time for a Fresh Filter."



Men by the Millions—young and old, beginners and vets—have used Medico's filters by the Billions!

OTHER TOP VALUES in Medico Filtered Smoking  
**MEDICO V. F. Q. . . . . \$2.00**  
Exclusive new Nylon bit! Guaranteed bite-proof! Odorless! Tasteless! Cushion-Bite.  
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NOTHING FINER!**

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ankles  
are  
prettier

IN THE  
COLOR-genic  
HEEL



There's magic  
flattery in these  
new nylons  
with  
the heel-color  
deepened  
ever so carefully  
in the exact shade  
of the stocking.

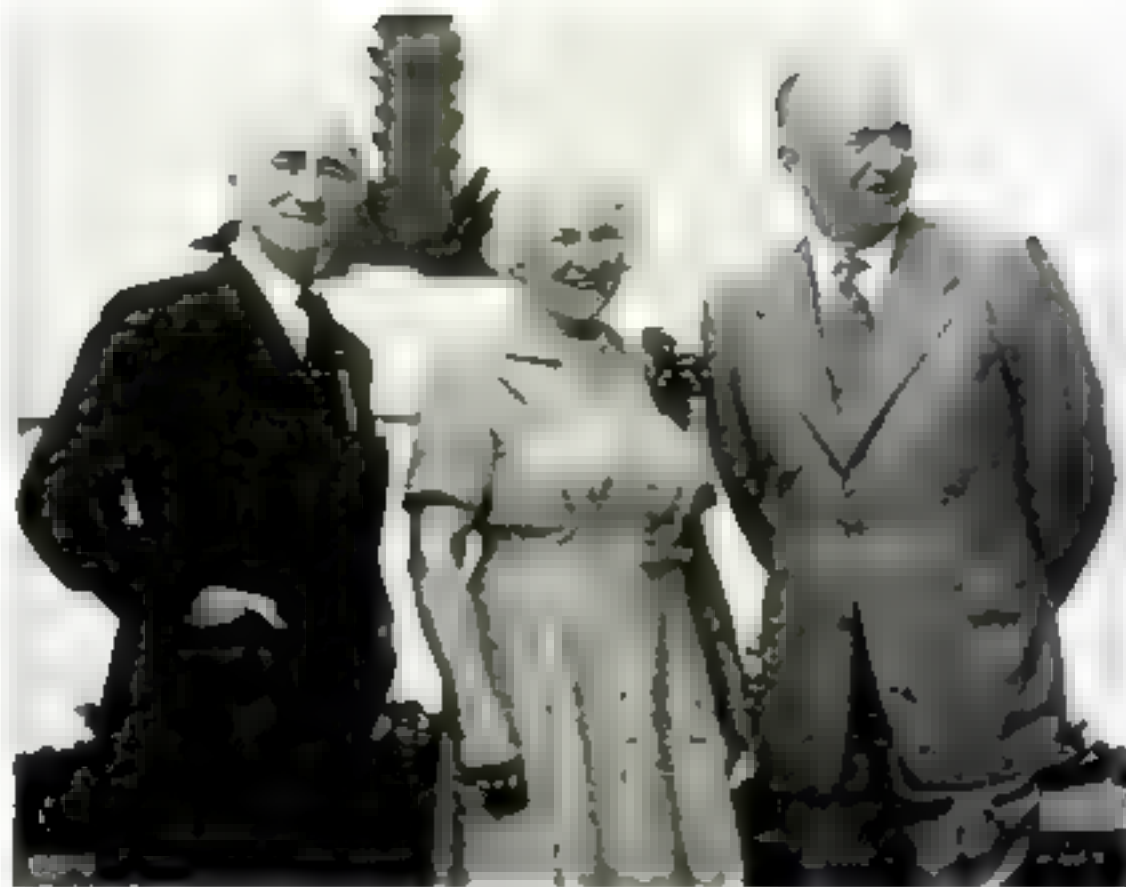
This tone-on-tone effect makes  
the rest of the stocking look like  
sheer extravagance... and adds  
exclamation points of beauty  
to your costume.



model molded  
for perfect fit

Prim  
Hosiery

PRIM HOSIERY, INC., CHESTER, ILLINOIS



IN SOUTH CAROLINA Candidate Eisenhower is welcomed  
at state mansion by Governor James Byrnes and Mrs. Byrnes.

#### THE UNSOLID SOUTH CONTINUED

after Chicago, Mr. Brown realized an independent Republican victory would jeopardize his own position in South Carolina. As he was once fiercely defiant, Brown is now fiercely loyal.

"I am not going to see South Carolina sold down the river to the Republican party under false pretenses," he says.

In the current campaign Mr. Brown has the assistance of Senator Olin Johnston, who commands the allegiance of the textile millhands in the Piedmont counties of the northern part of the state. South Carolina actively discourages unionism and union organizers, but her unorganized millhands vote very much as organized labor does in the North.

The principal insurgent in the state is of course South Carolina's most illustrious living son, Governor Jimmy Byrnes. At first Byrnes, too, intended to vote for Stevenson but changed his mind because of Stevenson's steps to the left. He then planned only to make a declaration of faith in Eisenhower and lend the prestige of his person and office to the Eisenhower campaign. But he has been increasingly drawn into active participation. He is not only speaking for Eisenhower in his own state but in Florida as well.

Byrnes's enemies ascribe his conversion to Eisenhower to his hatred of Truman. "He is just a bitter old man," they say. This is not the whole story. Byrnes makes no secret of his progressive disillusionment with the aims, objectives and directions of the Fair Deal, but his admiration for General Eisenhower is not new-found and opportunistic. He was responsible for introducing the bill in Congress which enabled General Marshall to promote Ike over the head of his seniors. When Byrnes was War Mobilizer his chief aide was General Lucius Clay, one of Ike's closest confidants and advisers. There is no insincerity in Byrnes when he says, "I shall place loyalty to my country above loyalty to a political party and vote for General Eisenhower."

The issues in South Carolina are clear cut. The power of patronage and the pull of traditional loyalty are represented by Brown. The appeal to labor is made by Johnston. Byrnes stands

CONTINUED ON PAGE 76



LOYAL DEMOCRATS, Edgar Brown, South Carolina boss (right), and National Chairman Stephen Mitchell met at Atlanta.

PHILLIPS'  
MILK of MAGNESIA  
TABLETS

SETTLE  
UPSET  
Stomach

MINT  
FLAVORED



As delightful to take as after-dinner  
mints, peppermint flavored Phillips'  
Tablets are made from one of the  
fastest, most effective stomach  
sweeteners known—and bring you  
almost instant relief from acid indi-  
gestion with its accompanying upset  
stomach and heartburn. Carry the  
handy pocket tin with you at all  
times! 30 tablets—25¢.

BAD  
BREATH?

F&F



MINTS

Take no chances! Eat a delicious  
F & F Chlorophyll candy Mint  
after every meal. Relieves bad  
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10¢

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MISERY?



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candy counter 10¢

F & F Cough Lozenges give quick relief  
from coughs due to colds. Really medi-  
cated. Soothes throat. Reduces irritation.  
Try the delicious New CHERRY Flavor



# Berth of a Salesman!

(OR ANYONE WITH TRAVEL PLANS)



**1. You stretch out.** You sink into the comfortable mattress. And you slip quietly off to the land of dreams in a Pullman Berth.



**2. It seems** your head has hardly touched the pillow and it's morning. The restful night has put a smile on your face. While the helpful Porter has put a shine on your shoes.



**3. Start the day fresh.** There's hot and cold running water, soap and towels . . . all the comforts and conveniences to remind you—When you Go Pullman, you never really leave home.



**4. While the train** eats up remaining miles, you eat a hearty breakfast in leisurely comfort. When you finish, there's plenty of time to stroll back and prepare to "check out."



**5. You feel** as good as a person should who's just completed this profitable deal. By going Pullman, you have enjoyed all the extra comfort, conveniences of the finest hotel at so little extra cost.

Your family appreciates the fact that you always have a safe berth when you Go Pullman.

*Take it easy—*

## GO PULLMAN

COMFORTABLE, CONVENIENT AND SAFE

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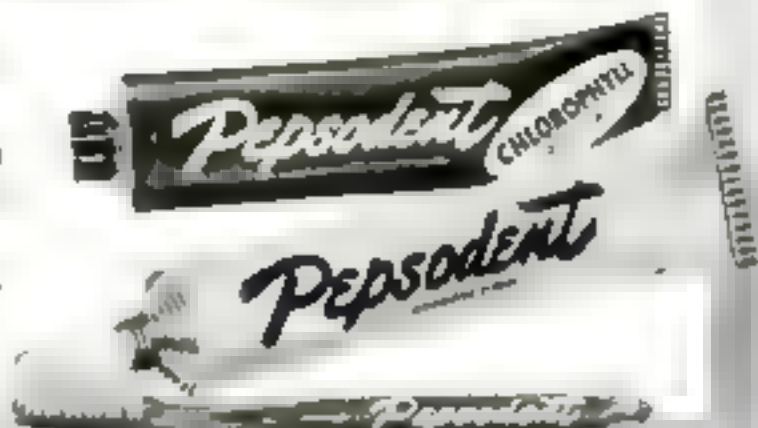




Prove it to yourself! Pepsodent with ORAL DETERGENT brings  
**CLEAN MOUTH TASTE FOR HOURS**

Some tooth pastes clean with soap . . . some with chalk . . . but not Pepsodent! Because Pepsodent now cleans with exclusive **ORAL DETERGENT**, it even cleans where brush can't reach . . . your mouth stays coolest . . . breath freshest . . . teeth cleanest of any leading tooth paste.

Regular or Chlorophyll—  
 Pepsodent Cleans Teeth Cleanest



**DON'T LET ADDED QUARTS  
 BREAK YOUR BANKROLL...**

Sound your **Z**

**SWITCH TO PENNZOIL**

**ADD LESS OIL  
 BETWEEN CHANGES**

Excessive oil consumption can make driving needlessly expensive. Now is the time to change to Pennzoil and get quality motor oil that lasts longer. Pennzoil is specially refined from 100% Pennsylvania crude oil with *no Tough-Film* that safeguards your engine from sludge, varnish and carbon. By keeping pistons, rings and valves clean and free-acting you use less oil with Pennzoil. Change over now! Switch to Pennzoil . . .

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Gives all engines an extra margin of safety  
Meets Penn. Grade Crude Oil Assn., Permit No. 2

**SOUND YOUR Z**  
 100% Pure Pennsylvania  
**PENNZOIL**  
 Safe Lubrication

**Pennzoil® Motor Oil & Lubricants at Better Dealers Coast to Coast**



**IN VIRGINIA BROADCAST** Senator Harry F. Byrd said he could not support Adlai Stevenson because of his "Trumanism."

**THE UNSOLID SOUTH** CONTINUED

as the leader of those Democrats who have long been in disagreement with the Fair Deal and seek a means of expressing their growing dissatisfaction.

**In Virginia Byrd may have tipped the scales**

The Eisenhower campaign in Virginia began swiftly last September without the direct encouragement of any Democrat. It gained ground with the successive declarations of Byrnes, Kennon and Shivers for the Republican candidate and as in Virginia itself doubts began to grow concerning the attitude of the man who is both the boss and brains of the Democratic machine, Senator Harry F. Byrd. In the early weeks of the campaign the senator successfully evaded pursuit by reporters by taking refuge in his apple orchards, but last week all doubt about his attitude was ended. Though he refused to endorse the general explicitly, Byrd launched a devastating and specific attack on Governor Stevenson.

"After Governor Stevenson was nominated," he said, "the thought was expressed that, as the candidate of the Democratic National Party, he would assert an independence of thought and action and would give assurance that, if elected, he would change the course of Trumanism, a continuation of which, in the minds of many people, means ultimate disaster. I had that hope myself. I have looked in vain for any signs of such independent action."

The acknowledged leader of Virginia's Democratic machine thus, in effect, invited his followers to vote as their consciences dictated. But he did add, "I do not feel that it is incumbent on me to urge the people to vote for any candidate."

Not all Virginia Democrats feel as does Senator Byrd. All members of Virginia's congressional delegation, except Byrd and the congressman from his district, have formally endorsed the national ticket. But few have actually worked or spoken for it. Governor John S. Battle, an old friend and associate of Byrd, introduced Stevenson in Richmond and later spoke for him at political meetings. But for a long time his loyalty was so conspicuous among his fellow party members that one state senator called him and said, "Governor, aren't you lonely?"

"Not if you mean my wife's away," said Battle. "She got back two days ago."

"No," said the senator, "I mean politically. You and I seem to be the only Stevenson supporters in Richmond."

However, Battle will have company. Next year Virginia elects a governor, and even the Democrats who do not like Stevenson will not want to surrender the state house. With an eye on future elections, these Democrats, rather than be challenged on their party loyalty, will continue to stand with the party.

But so far most of the enthusiasm and energy seems to be on one side—Eisenhower's side. His campaign men are relative newcomers to Virginia politics: Robert Hatcher, head of the Atlantic Life Insurance Co., and Colonel Mills Neal, a former member of SHAEF. There is as little professionalism about the rank and file

CONTINUED ON PAGE 21



# and Honey

*...Extra inviting with Sioux Bee Honey*

So easy to make . . . and then, so easy to eat . . . with Sioux Bee Honey adding a taste-touch too tempting to miss! The flavor is so delicate, the color so clear and bright . . . in this *good-for-you* sweet that young and old can enjoy and enjoy. Controlled high quality has made Sioux Bee the *national* name in honey . . . the name you should speak up for—*always!*

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WRITE for "Tempting Honey Recipes"—  
16 colorful, taste-thrill pages—free  
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For finest honey, say  
*"Sue Bee"*

Enjoy both kinds! There's  
liquid Sioux Bee Honey;  
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tallized*, to spoon, not pour.







KNOWN BY THE COMPANY IT KEEPS

In Highest Favor among Imported Whiskies



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CANADIAN WHISKY - A BLEND... OF RARE SELECTED WHISKIES • THIS WHISKY IS SIX YEARS OLD  
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TOO HARD TO GET IT TO BEHOLD IT

# New! Pillsbury Angel Food Cake Mix

**Contains the whites of 13 eggs**

*Makes Angel Food with all the delicacy of the finest  
home recipe cake...WATER IS ALL YOU ADD*

Here you have it... a real beauty of an angel food cake that can now be any woman's achievement. It just couldn't be simpler.

**Complete**—All ingredients, including eggs, are in the package. No eggs to separate. No yolks left over. The package contains more than a dozen egg whites (13 to be exact).

Water is all you add.

**Easy to make**—Just follow simple directions

on the package which tell how to beat and how to fold to get superbly fine angel food cake.

**Costs 25% less** than the average fine home-recipe angel food cake.

Open up that neat blue and white package of Pillsbury Angel Food Cake Mix with all the assurance in the world. And why not do it soon? Go around to your grocer's today and get some.

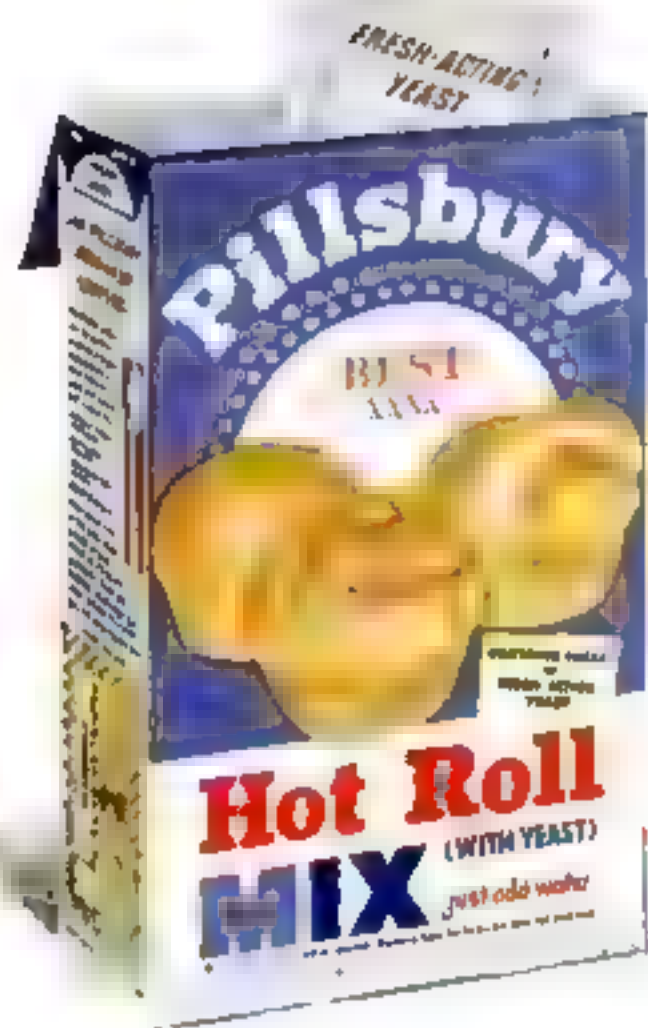




*Who can resist 'em*

# Hot Rolls

*Easily made with Pills*



Most everybody'll tell you how they love real homemaker  
is here to tell you what a simple thing it is these days.  
With Pillsbury Hot Roll Mix you have your dough ready to roll  
after you open the package. Everything (including yeast)  
For a very modest effort, you get very big returns. Your own.  
Have them tonight . . . with honey, for something really fine.

## Pillsbury Hot Roll Mix

( WITH FRESH-ACTING YEAST )







**HOMAGE TO TEXAS** is paid by Ike in San Antonio when, aided by Governor Shivers (right), he lays wreath at the Alamo.

### THE UNSOLID SOUTH CONTINUED

as there is about the leaders, but they have done a remarkable job of organization and of canvassing precinct by precinct. Some of the old line politicians sneer at them as the "station-wagon aristocracy." But a man who has worked hand in glove with Senator Byrd for 30 years makes a far different appraisal. "There is a heavy registration in Virginia," he said. "I believe the majority of white collar workers, the women and the people who haven't voted before—the unorganized vote—will vote for Eisenhower. The Dewey vote will be for Eisenhower. So will the Thurmond vote. If I had to choose I would say Eisenhower will carry Virginia."

### 'Vote Texan—Vote Eisenhower'

In Texas, Ike started out with an enormous natural advantage: he was born there. He improved upon it by winning influential friends. The governor and every important member of the state administration, with the exception of the commissioner of agriculture, are committed to Eisenhower. So is the senator-elect, Price Daniel. So are three of the six living ex-governors. So are the richest of Texas's millionaires, H. L. Hunt of Dallas and H. R. Cullen of Houston. So are most of Texas's daily newspapers.

The rejuvenated Texas Republican party claims to have 65,000 precinct workers actively soliciting votes for the general. On every highway signboards remind the driver, "Be a Texan—Vote Ike."

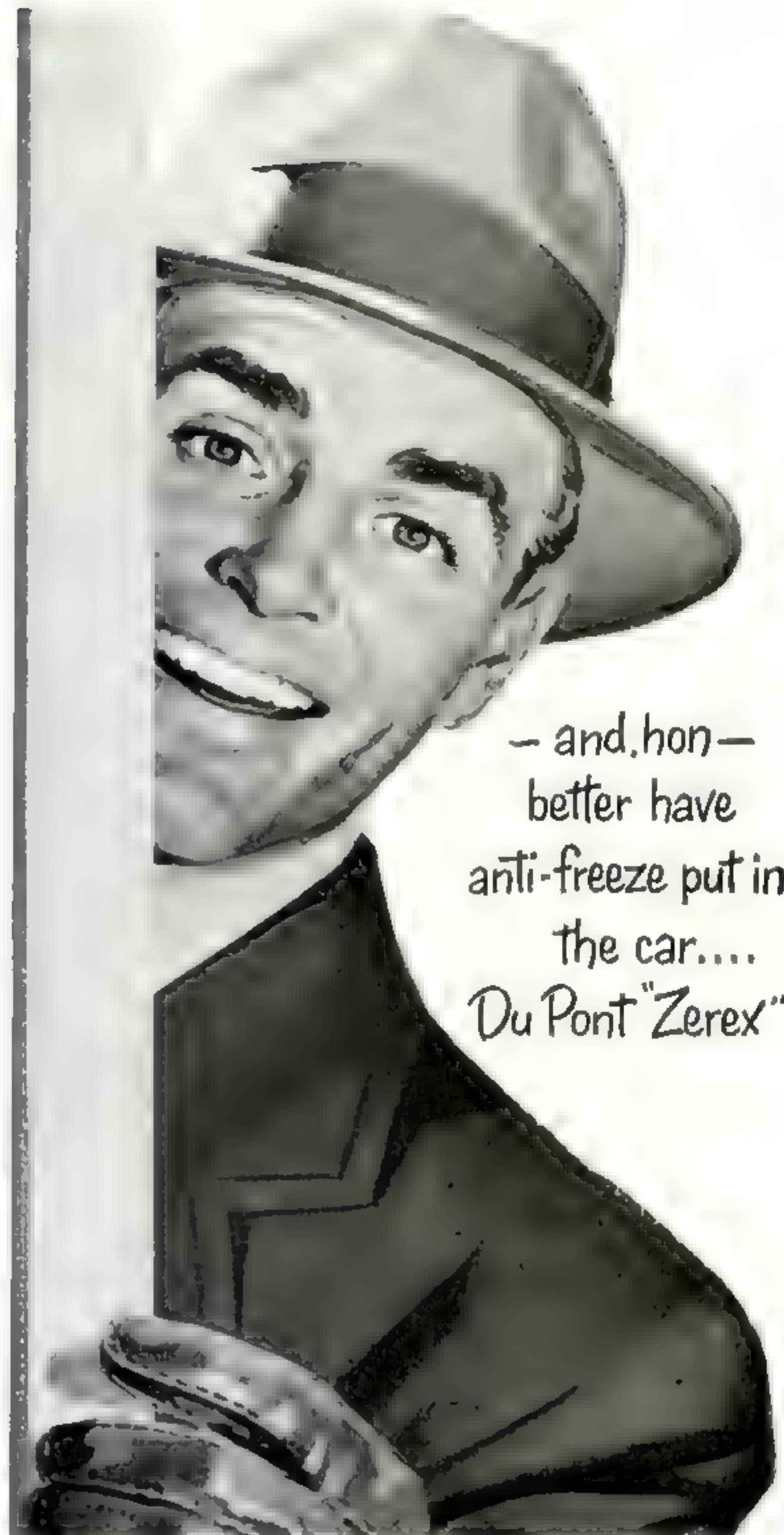
The Eisenhower movement in Texas is genuinely bipartisan. The Republican campaign headquarters in Fort Worth enjoys the closest cooperation with the political technicians who work under the direction of Democratic Governor Allan Shivers in Austin. The state chairmen for both parties are law partners in Dallas.

There have been repeated attempts to list the electors on the Republican slate as independent Democrats, a move held illegal by the Texas courts. But now the Attorney General has ruled that write-in votes for Eisenhower can be counted. Such votes may be cast by scratching out the names of Stevenson or Sparkman and writing Ike's in, or by writing Ike's name in a special column provided for the purpose.

Ike has gained steadily in Texas since the campaign for him began in September. In "the Texas poll" sponsored by 17 newspapers he came from behind to equal Stevenson and last week he passed him (Eisenhower: 44%; Stevenson: 41%; Undecided: 15%). Superficially every tangible sign points to an Eisenhower sweep. Yet healthy doubt remains, for the Eisenhower campaign has not yet reached the "40 acre" farmers who have been the political anchor of the Democratic party. Nor has the drive made headway in east Texas, which reflects the conservative attitude of the old South rather than the hearty optimism that infects all other Texans. Also, "Mr. Sam" has become active in the campaign.

Mr. Sam is the Honorable (and redoubtable) Sam Rayburn, Speaker of the House of Representatives, who has been content to sit out other elections in the confident knowledge that the party

CONTINUED ON NEXT PAGE



— and, hon —  
better have  
anti-freeze put in  
the car....  
Du Pont "Zerex"

### DU PONT "ZEREX"

The outstanding non-evaporating  
anti-freeze — one shot  
lasts all winter.



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BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY



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An Eagleknit combination for beauty and warmth—an angora blend trimmed with Laskinlamb (Mouton-processed dyed lamb).



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"MR. SAM," Speaker of the House Rayburn, directs Stevenson's campaign by telephone from Hotel Adolphus suite in Dallas.

## THE UNSOLID SOUTH CONTINUED

would carry the state easily. "Mr. Sam" is now sitting in his suite at Dallas' Hotel Adolphus telephoning the straight Democratic gospel to backsliders. He has got Texas' ancient hero, former Vice President John Nance Garner, to come out for Stevenson.

Mr. Sam's tactics are blunt. He reminded the state's oil men that they owed their 27½% depletion allowance, a mighty source of Texas wealth, to a Democratic Congress and pointed out that the time had come to show their gratitude.

The opposition led by Governor Shivers represents the dissatisfaction that a wealthy, booming state feels with the philosophy of present-day Washington. The average voter in Texas is inclined to side with his more fortunate brother. "A lot of us aren't rich," said one Texan, "but all of us hope to be."

The Republican espousal of states' rights on the tidelands issue definitely helps Eisenhower in Texas despite the fact that little oil has been proved to exist in the state's coastal waters. With their usual unshakable optimism Texans seem convinced that the oil is there. The federal government's claim on it is represented as a threat to the birthright of Texans yet unborn, for the state's laws earmark tidelands oil royalties for education.

## In Louisiana: an economic issue

The tidelands issue is practical in Louisiana, though they talk of it less and think of it more than Texans, because the oil in this state's tidelands has been found. Prior to the Supreme Court decision Louisiana collected nearly \$50 million from her tidelands. Since the decision the Interior Department has withheld \$13 million—pending a future disposition of the case.

Louisiana expressed its dissatisfaction with the New Deal in 1948 by voting Dixiecrat. Her politicians went to Chicago to rejoin the party with grave misgivings and they returned disgruntled. The party convention grudgingly kept its pledge to put Stevenson's and Sparkman's names on the ballot under the traditional Democratic sign of "the rooster." Seven of the Democratic electors resigned rather than be pledged for the party's candidates. Governor Robert O. Kennon declared for Eisenhower, saying, "Truman is driving Stevenson just riding."

The anti-Fair Deal revolt might have gone much further if the traditional masters of the state, the Longs, had not taken a hand. Huey's son Russell, the senator, his uncle Earl and his uncle George have now taken the stump for Stevenson.

The main motor behind the Eisenhower drive is John Minor Wisdom, the Republican national committeeman. He is about as unlike old model stand-pat Republican committeemen as could be imagined. A well-respected member of an old New Orleans family, Wisdom has set out not only to remake the Republican party but the state political scene. His crusade began in the spring when he attacked the somnolent Republican party which had allowed the

CONTINUED ON PAGE 84

# OSTERMOOR

*America's Quality Mattress*

SINCE 1853

**Supreme Comfort**

For nearly one hundred years the name Ostermoor has stood for the utmost in sleep comfort

See your local dealer or write "Ostermoor" Chicago 18, Ill., or Bridgeport, Conn.





## America's largest liquid library

It is located near the Kentucky border. As you walk in, your eye is struck by the hundreds of bottles, row upon row, on shelf after shelf, that line the huge room.

Each bottle contains a different type of whiskey—samples in Schenley's vast blending "library." Every one has been specially made and aged to bring out its most notable quality: fine bouquet, rich or light body, delicate or tangy or mellow flavor.

Drawing upon this library—and their own great scientific and blending skills—Schenley master blenders can combine in any one blend all the subtle qualities that please your taste. For while the Schenley library started small, it has grown to be the largest in America, both in the variety and the quantity of its whiskies.

The Schenley liquid library is a vital part of the complete network of quality controls that guard Schenley whiskies from the time the grain is grown till—years later—the whiskey is in your glass. This is Schenley's way of making certain that you get the utmost enjoyment in every drop of every drink. *Schenley Distillers Inc., New York, N. Y.* ©1952



Nature's  
unhurried goodness

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Schenley's  
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The best-tasting  
whiskies in ages

# SCHENLEY



# New Hope for Sleepless Millions

*No Drugs... No Sedatives!*



**LATEST MEDICAL FINDINGS REVEALED**... If you have trouble sleeping—here's news that promises more refreshing sleep tonight, a brighter day tomorrow.

Recent medical studies indicate that a vital substance in your bloodstream may have a lot to do with how well you sleep. This substance, known medically as *blood sugar*, is an important source of nourishment for the brain.

At bedtime, and especially during the long nighttime hours without food, your supply of *blood sugar* may become seriously lowered. Thus, your brain and nervous system may suffer from insufficient "sleep food." You may feel too nervous to go to sleep... too restless to sleep well.

## How you can help your body get needed "sleep food"

Drugs or sleeping pills can't supply "sleep food." And sweet, sugary foods and drinks provide only a quick jet of sugar that is too quickly burned up. But here is a way—a *delicious, drugless* way—to help your body get needed "sleep food." This sleep-aid is a **POSTUM "NIGHTCAP"**—a delicious drink made with Instant Postum and hot milk, taken shortly before retiring.

Your Postum "Nightcap" is good-tasting and safe—contains no drugs to harm you. Moreover, your Postum milk drink gives you easily digested nourishment that is *slowly* converted into blood sugar.

Thus, it helps assure the *slow, steady flow* of vital "sleep food" to your brain. That's why a Postum "Nightcap" helps you get refreshing sleep—the kind that leaves you rested, looking and feeling like new!

## So safe, so easy—try it!

Every night before you retire, fix yourself a Postum "Nightcap." It's easy—add a rounded teaspoon of Instant Postum to a cup of hot milk, and stir. Try this for just 10 days. Then see if you aren't sleeping better—feeling fresher—looking like a new person! Get Instant Postum now—and start the 10-day test tonight!

## Are Postum "Nightcaps" really effective?

Doctors have always known that a warm milk drink is an effective aid to sleep. The recent blood sugar studies offer additional reason why. As your own doctor can tell you, the Postum "Nightcap" is ideal: a warm, relaxing drink that *tastes good*... and Postum contains no caffeine, no drugs of any kind.

**Postum is an ideal mealtime beverage, too. No caffeine—no drugs—no chance for "coffee nerves."**



The "SLEEP-FOOD" Nightcap  
for sleepless Millions!



**REPUBLICAN MELODRAMA** in Louisiana campaign makes HST Legree (man in mask) "villain." "Hiss" sign is audience cue.

## THE UNSOLID SOUTH CONTINUED

Republican vote in Louisiana to ebb away to a mere 900 in 1948. He overcame Taft opposition to gain his seat at the convention and came home to help organize Eisenhower clubs in every city. He arranged to have **IKE** printed on the blanket of the elephant which adorns the Republican column on the Louisiana ballot.

Statistically and by every test of tradition it would seem to be impossible for Eisenhower to carry the state. But Wisdom says it can be done. He sounds not like a politician talking to keep up courage, but as a man confident in himself and his incredible luck.

## The still solid states

In only one southern state does the old pattern of Democratic regulars seem to hold closely to the old traditional pattern. This is Arkansas. Here Democratic leaders expect to carry Arkansas for Stevenson by 150,000 votes.

Across the river in Mississippi a lot of political energy now being expended on Ike's behalf seems wasted. Here not one but three separate lists of electors, each representing a faction at odds with the other, is being offered to the voter on Ike's behalf. Such confusion would seem automatically to assure the state for Stevenson.

The loyalty of Alabama seems guaranteed by the Democratic nomination of her native son John Sparkman. But undiscouraged by this handicap the Eisenhower clubs have shown extraordinary energy and organizing ability, so much so that many political reporters here hedge their forecasts by saying that Ike has an outside chance to win the state.

Whatever chance the general had in Georgia, where he was given an enthusiastic reception on his first southern tour, may have been sacrificed for political principle. There the reorganized Republican party, which fought and won a hard battle for recognition at the Chicago convention, was offered a deal by Governor Herman Talmadge. If it would enter an independent slate of electors, which would be for Eisenhower but not bear the Republican label, he would support this slate. The Republicans realized that acceptance of Talmadge and on Talmadge's terms would mean becoming a captive minority and therefore refused. Now Talmadge, who openly expresses his distrust for Stevenson, predicts that the Democrats will carry the state by 200,000 votes.

In the states of Tennessee, Kentucky and North Carolina, where the Republicans have long had a foothold, the presidential contest tends to be more of a two-party fight, but with the odds definitely favoring the Democratic majority.

To carry Tennessee, Eisenhower must not only hold all the normally Republican east counties but make substantial gains in the Democratic sections of that state, particularly Shelby County, the domain of Boss Crump of Memphis. Crump has said he is for Stevenson, but his machine is not working for the ticket. In Kentucky the Republicans are so weak financially that they are fighting what Senate Candidate John Sherman Cooper calls "a barefoot campaign." Here the Eisenhower crusade has not caught fire as elsewhere in the South. The "eggheads," the Negroes and the

CONTINUED ON PAGE 37



# Guard Against Throat-Scratch

*enjoy the smooth smoking of fine tobaccos*

See how **PALL MALL's** greater length of fine tobaccos filters the smoke on the way to your throat



The further your cigarette filters the smoke through fine tobaccos, the milder that smoke becomes. At the first puff, PALL MALL's smoke is filtered further than that of any other leading cigarette.



Again after 5 puffs of each cigarette your own eyes can measure the extra length for extra mildness as the smoke of PALL MALL's traditionally fine tobaccos is filtered further. Moreover, after 10 puffs of each cigarette...



...or 17 puffs, Pall Mall's greater length of fine tobaccos still travels the smoke further—filters the smoke and makes it mild. Thus PALL MALL gives you a smoothness, mildness and satisfaction no other cigarette offers you.

*Outstanding...  
and they are mild!*

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Wherever you go, notice how many people have changed to PALL MALL in the distinguished red package

**THE FINEST QUALITY—  
MONEY CAN BUY.**





# What made Milwaukee change its mind?



*Other times, other tastes...*

No doubt about it... modern times and modern taste have changed Milwaukee's mind about beer.

Gone are the days when America's beer capital could not agree on which beer was the finest. Now, year after year, Blatz is the largest-selling beer in Milwaukee... far and away the favorite in the city where nearly three-quarters of the country's wonderful premium beers are brewed!

So wherever you are in this land of ours, lift a glass of Blatz tonight. When you do, you'll join the growing millions of Americans who sing:

*"I'm from Milwaukee  
and I ought to know,  
it's Blatz, Blatz, Blatz,  
wherever you go."*

*Today, it's Blatz!*



*Milwaukee's finest beer!*



See Amos 'n' Andy on CBS-TV...consult newspaper for time and channel.

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## THE UNSOLID SOUTH CONTINUED

housewives seem solid for Stevenson. The Democratic trend seems to hold in North Carolina.

In Oklahoma, which is on the fringe of the Old South and belongs more to the Southwest, the loyal Democrats have remained loyal. Here, too, presidential elections tend to be two-party races. The Oklahoma Democrats have energy and wealth on their side. These qualities are well represented in their two senators, Mike Monroney and Robert Kerr, who have both been energetically campaigning for Stevenson. At the moment they are claiming everything south of the Rock Island Railroad, the area known as "Little Dixie."

### The South regains political power

It is true that the Eisenhower campaign in the South is everywhere centered on a man rather than a party, but it does provide an outlet for real political pressures and opinions that have for a long time had no adequate national expression within the framework of the South's antiquated and outdated one-party system. If the campaign is another sign that the South is joining the nation it is also a sign that a permanent realignment of political forces is in the making.

In state politics in the South the one-party system will survive this election as it survived the breaks of 1928 and 1948, but no one can say for how long.

The Democrats who voted for Hoover were forgiven in many states because it was felt that their defection was not primarily political. They voted against Smith as a matter of conscience rather than out of political self-interest. The breach between the Dixiecrat and Democrat has never healed entirely, and there is no longer the certainty among many conservative Democrats that the party truly represents the South's interests.

When the solid South held a veto power over the Democratic party they could be sure it was in the interest of the South to remain solidly Democratic. The power vanished years ago when the party abolished the rule by which the nominee had to have a two-thirds majority of convention delegates. The illusion lingered on for a while. The conventions of 1948 and 1952 finally disillusioned the South by demonstrating that it no longer had the power of decision within the Democratic party. As a region the South's future no longer rests necessarily within one party. The solid South as a potent political factor is gone. But the doubtful South will remain a power to be courted and catered to. In the future no presidential candidate will ever be able to take it for granted.



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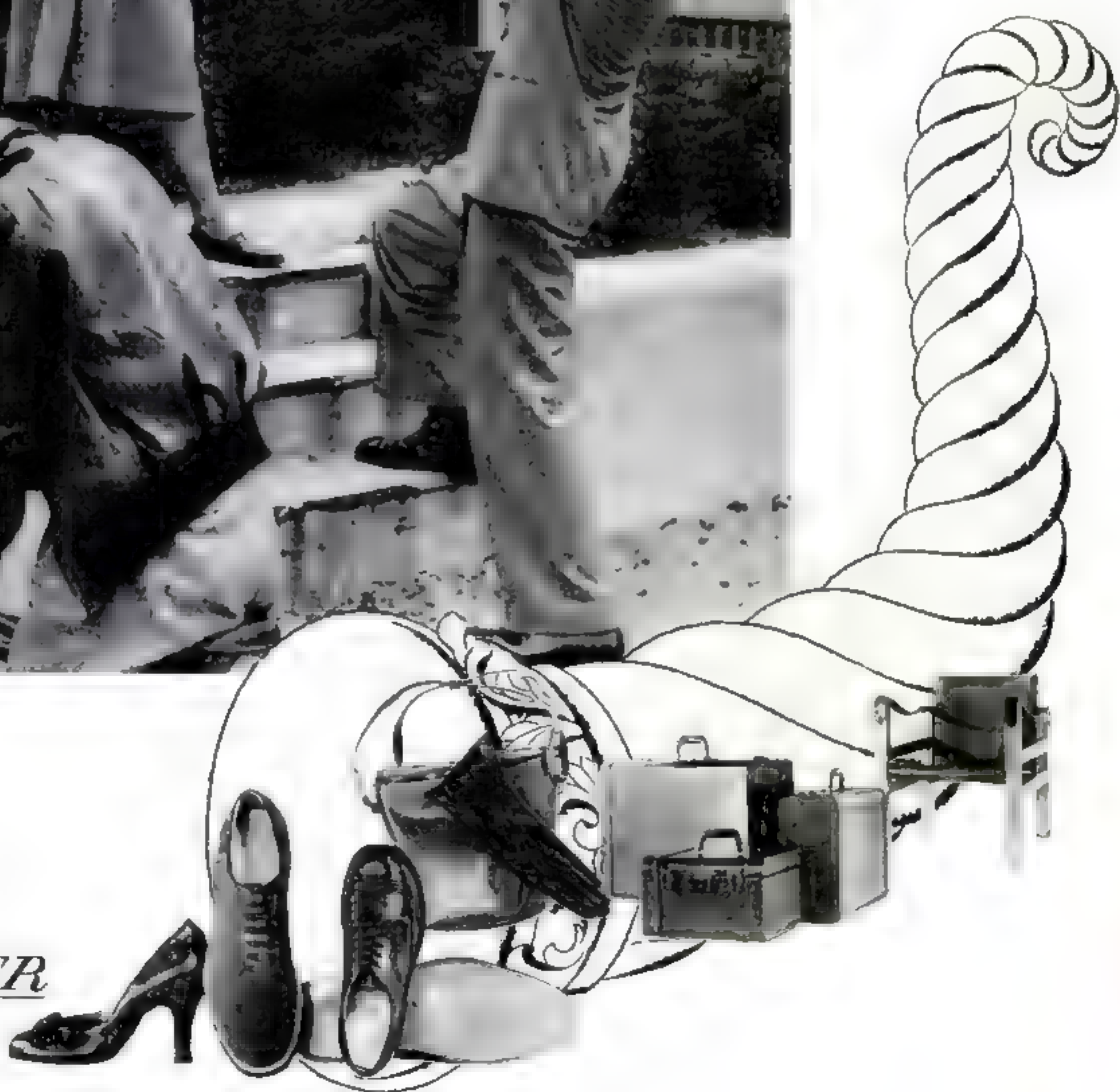


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# CHICAGO'S FABULOUS COLLECTORS

Art Institute announces it will get treasures from their homes



ART WHICH CRAMMED THE WALLS OF PALMER PARLOR WENT TO INSTITUTE

PHOTOGRAPHED FOR LIFE BY ARNOLD NEWMAN

For years Chicago has been famous for its Art Institute whose \$150 million collection has placed it among the top four museums of the U.S. Less well known, but in their own way just as distinctive, are the collections of Chicago's numerous and energetic private art collectors who have filled their homes with Western and Oriental treasures, creating miniature museums all over the city. Chosen with great taste and shrewdness—and generally at considerable expense—these private collections add a special art luster to the city. Though the collectors might be considered small-scale competitors of the Institute, they are actually the museum's greatest benefactors. This fall the Institute is announcing that it has been promised the bulk of the private collections shown on the following pages, a mass of acquisitions which constitutes one of the most fabulous museum hauls of the century.

In earmarking their art for the Institute, the city's contemporary collectors are following an impressive Chicago tradition. One of the earliest and most indefatigable of Chicago's art lovers was Martin A. Ryerson (*p. 102*), a banker and member of a wealthy steel family who traveled all over Europe in the early 1900s jotting down in a small notebook the names and prices of paintings he wanted to buy. Sometimes he kept his eye on a picture for years, waiting for it to drop in price. Eventually all his purchases, notably early Flemish and Italian art, were presented to the Institute. One of his contemporaries, Edward B. Butler, a wealthy merchant who liked to paint, had a penchant for landscapes by the Hudson River School artist, George Inness. In 1911 he presented his entire Inness collection to the Institute, installing it in a special gallery which he furnished with reading table, easy chairs, rug and flowers so that the pictures could be enjoyed in comfort.

Most famous and fashionable of all local collectors was Mrs. Potter Palmer, wife of the enterprising owner of the Palmer House, who filled her Paris apartment and her Chicago mansion (*above*) with a brilliant array of impressionist paintings. Revolutionary purchases at the time, they were left to the museum in 1916 and became the foundation of the Institute's world-famous assemblage of 19th Century French art. Ten years later another foresighted buyer, Frederick C. Bartlett, created a furor when he gave the museum his collection of post-impressionist and modern art. The trustees reluctantly accepted the gift, some denouncing the works by Cézanne, Seurat and Matisse as "obnoxious." Six years later, when a French syndicate offered the Institute \$150,000 for Seurat's *La Grande Jatte*, which Bartlett had bought for \$24,000, the trustees took a more respectful view of Bartlett's gift and turned down the offer.

Though some Chicagoans still object to modern acquisitions and once organized the Society for Sanity in Art to counteract the revolutionary trends, most Chicago collectors have continued to be as vigorous and adventurous as their predecessors. They have adorned their apartments, offices and country homes with the finest examples of contemporary art. Their generosity, however, has brought a housing problem to the Institute. This year, in a drive led by Museum President McCormick (*opposite page*), the Institute is raising \$1.6 million to help provide a proper setting for the great art which Chicago's collectors have promised for its halls.

ART INSTITUTE, near business district, is guarded by two bronze lions. The huge, Renaissance-style building was erected in 1893, had an additional gallery built over railroad tracks in rear in 1916. Museum also houses famous art school.







MUSEUM PRESIDENT Chauncey McCormick stands beside El Greco's painting, *St. Martin and the Beggar*, which he and his wife presented to the Institute. The other paintings, *St. George and the Dragon* by the 15th Century Spaniard Ber-

nardo Martorell (left) and *St. Romanus* by Francisco de Zurbarán (right), were given by Mrs. McCormick and her sister. Longtime benefactors of the museum, the McCormicks have donated many rare items of Spanish art and Chinese jade.





IN LIVING ROOM of their personally designed apartment the Marxes have hung two of their six

Picassos. At left is Modigliani portrait, *Flower Girl*, and in far corner is driftwood sculpture by Noguchi.



JOAN MIRÓ did this portrait of his Spanish artist friend, Ricart, in 1917. Marx bought picture in 1950.

## Marxes' moderns

The paintings and sculpture owned by Mr. and Mrs. Samuel Marx form one of the most distinguished collections of modern European art in the country. Yet its origin goes back only 15 years and it numbers only 16 paintings and 12 pieces of sculpture, a modest sampling compared to other Chicago collections. As an architect and designer responsible for such interiors as the Pump Room in Chicago's Hotel Ambassador East, Sam Marx has had his eye on modern art for a long time. Not until his marriage to Francine Marx in 1937 did he do anything about it. Mrs. Marx had already been piqued into a serious study of art by an encounter with a Modigliani portrait with a "shockingly long, ugly face." Her ideas soon changed. Today the

Marxes are the proud possessors of a Modigliani portrait (*above*) as well as works by Braque, Picasso and Rouault.

While there is always enough art around to decorate the Marxes' apartment and country house, the collection never has a chance to become unwieldy. Museums continually raid it for exhibitions. The Marxes themselves weed the collection frequently to keep it at a top quality level. And from time to time they have presented works to the Institute—a Miró, a Matisse, a Picasso. Other items from their \$400,000 collection may in time go to the museum, of which Sam Marx is a trustee, but says Marx with customary caution, "You never can tell, there might be another depression."





**SOUTINE**, Lithuanian expressionist and friend of Modigliani, painted *Man in Green Coat* in 1921.

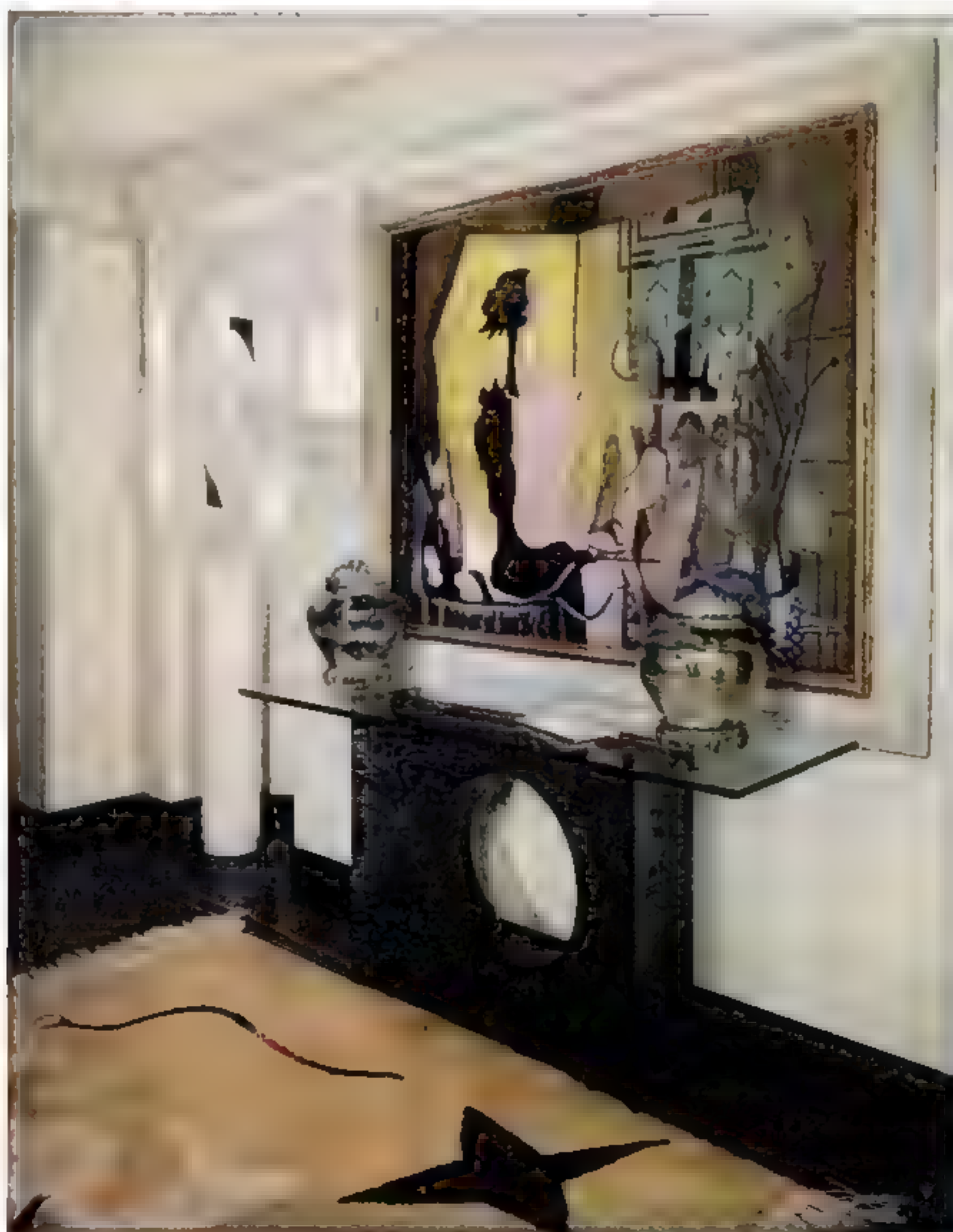


**PICASSO** produced this head during Negro period around 1907. It now hangs in Marxes' living room.

**GIACOMETTI**, the Swiss sculptor, modeled this four-foot nude out of plaster, then cast it in bronze.



**ENTRANCE HALL** of Marx apartment is dominated by Braque's abstract impression of his studio. On floor is rug designed by Miró and in the corner is a construction of plastic thread by Naum Gabo.





## Blocks' Variety

In 1942, while sauntering through a New York art gallery, Leigh and Mary Block spotted a painting by Vincent van Gogh, a self-portrait which the artist made in Arles in 1889 just after he had cut off his ear. The Blocks were so impressed by the picture that they promptly bought it and from that moment, says Mrs. Block, "we were lost." Over the next 10 years they expanded their collection to 92 oils and watercolors and 23 pieces of sculpture, all of the highest quality.

Collecting was not a new hobby for the couple. As an ardent bibliophile, Leigh Block had assembled an estimable collection of rare books and manuscripts. His wife, the daughter of the late Albert Lasker who was a well-known collector of Matisse and other moderns, had herself always leaned toward art. But after one or two cautious purchases on her own in the

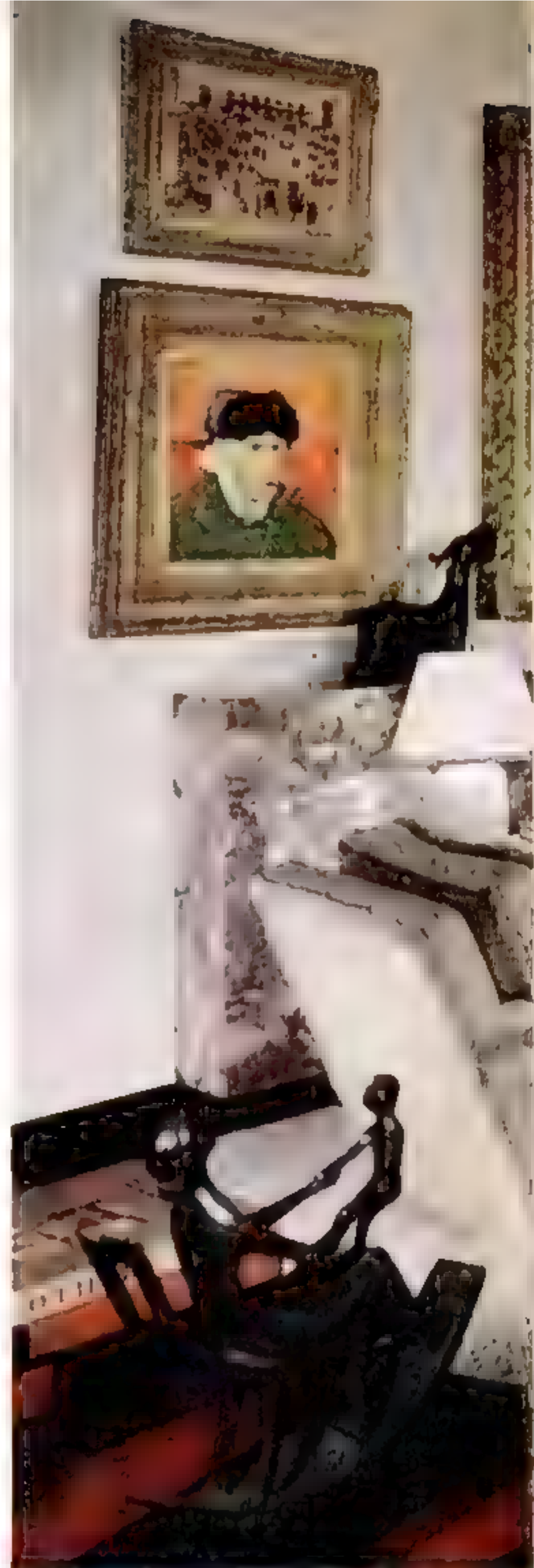
30s, she temporarily abandoned the pursuit. Now their collection, which ranges from ancient Chinese and pre-Columbian sculpture to the impressionists and Picasso, is so large that it completely envelops their apartment in town and has overflowed into their country house in Glencoe, Ill. Leftovers, which include portraits by Lautrec and Renoir, are stuffed into linen closets and cupboards.

Long a financial supporter of the Institute, Block, who is vice president of Inland Steel, became a trustee of the museum two years ago, and he and his wife expect to leave their art to it. Although their collection is chiefly modern, the Blocks also admire the Old Masters, especially Chardin, El Greco and Zurbarán. But, says Leigh Block, eyeing some of the \$1.3 million worth of paintings on his walls, "It takes real money to buy things like that!"



**DINING ROOM** might well be called the Braque Room as its walls are hung entirely with paintings by

the French master. Large oil in background is an abstraction of billiard table. It was painted in 1949.



**MATISSE**, at age of 79, painted this exuberant impression of a fern on a table in his Venice studio.





**BLOCKS AT HOME** relax in living room designed by Sam Marx and adorned by outstanding works from their collection. These include (from left, *St. Lazare Station* by Pissarro (top), Van Gogh's *Self Portrait*, Rousseau's *Exotic Landscape*, Cézanne portrait, *St. Lazare Station* by Monet and Bonnard still life (over piano), and Degas bathier (over couch).



**BRAQUE** still life of grapes and bananas lying on a scalloped table was produced in his Paris studio during the German occupation. The Blocks own eight of Braque's paintings.



**VAN GOGH** painted flag-decked town hall at Auvers, north of Paris, on Bastille Day, July 14, 1890. Thirteen days later he shot himself.





"BALLOONS," a fantasy of childhood, was painted by the modern French artist, Marcel Gromaire.



"THE KISS" is one of three works by Chagall in Culberg collection. Another was given to museum.



"THE METRO" is humorous impression of Paris subway by Dubuffet. Culbergs own 26 of his works.



MEDLEY OF MODERNS surrounds Maurice and Ruth Culberg and daughter "Franki" in apartment living room. Paintings, from left, are *Siphon* by Léger,

## Culberg's contemporaries

Maurice Culberg's introduction to art was not a very promising one. His family's home in Chicago was hung, he remembers, with "the usual bad paintings—even things on black velvet." The first two pictures he bought turned out to be fakes, deceptively labeled as works of the 19th Century painters William Merritt Chase and Anders Zorn. But such beginnings failed to discourage Culberg, who has collected some 75 paintings by leading modernists.

Culberg launched into art collecting and business at almost the same time. In 1933, at the age of 27, he founded the Culberg Asbestos and Cork Company, a firm specializing in insulations for buildings. A year later he bought his first painting, the phony Chase. Since then Culberg's company has grown to be one of the leading asbestos firms in the country and his collection has become one of the prize assem-

blages of contemporary art in the Middle West.

Although his first paintings were bought 120 years ago, the majority of Culberg's purchases were made in the last eight years. This recent splurge was provoked by a Chicago artist, Rudolph Weisenborn, who in 1944 began to teach Culberg to paint and, incidentally, to appreciate modern art. Before long the pupil's appreciation had led him into buying some of the most extreme examples of abstract art, from non-objectivists like Piet Mondrian and Hans Hofmann to the "mud-and-gravel" specialist, Jean Dubuffet. While most of the paintings were bought for Culberg's own collection, five pictures, valued at \$15,000, were purchased especially for the Institute. "In fact," says Mrs. Culberg ruefully, "everytime we get a little ahead in the bank, the museum calls up and wants Maury to give them another painting."

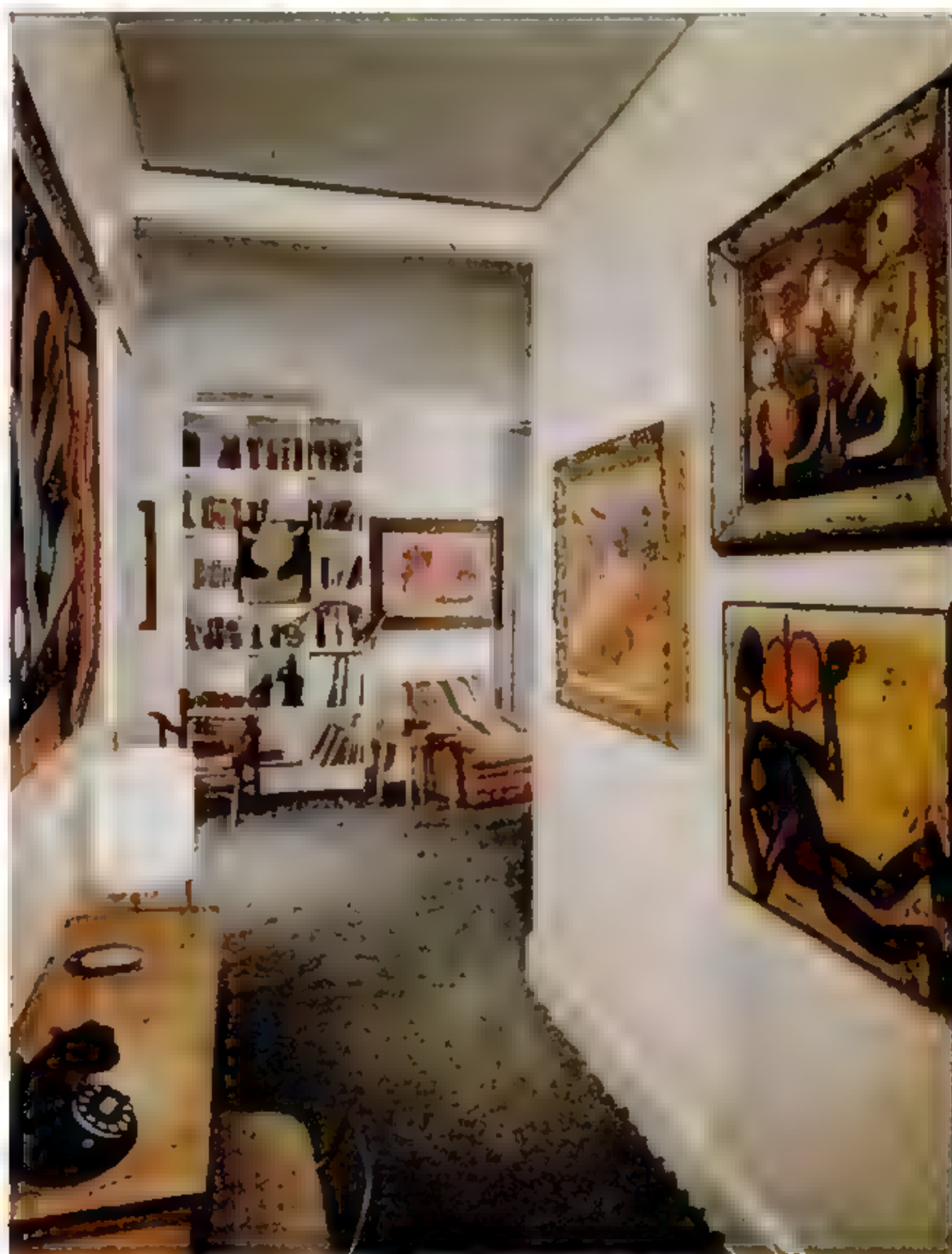




*Vegetable Symmetry* by Arp, *Composition* by Mondrian, *Yellow Moon* by Miró (bottom), *Pink Cow* and *Firechief* by Dubuffet, *Personages with a Star* by Miró.



**"HOUSES AT CHATOU,"** an important early (1903) work by the French painter, Vlamincx, was bought by Culberg for \$12,500 and given to the Institute.



**ENTRANCE HALL** to living room is lined with paintings by (counterclockwise, from right) Dubuffet, Victor Brauner, Vlamincx and (left) Weisenborn.

**"THE SIRENS,"** a dream-world scene by the Belgian surrealist, Paul Delvaux, was bought for the Art Institute. Another Delvaux hangs in Culberg bedroom.





IN GALLERY OFFICE Ludgin is surrounded by meandering mobile by Calder and paintings by

Abraham Rattner, Julia Thecla, Hyman Bloom and Ivan Albright. In foreground is bust by Albright.



"RED TABLE" a recent Ludgin purchase, is the work of noted New York art teacher, Hans Hofmann.

## Ludgins' Americans

Chicago's largest private collection of American art is owned by Mr. and Mrs. Earle Ludgin. They have been assembling it for more than 20 years — ever since 1931 when Earle Ludgin dropped into a print shop to buy a present for a friend. He was immediately attracted to an 18th Century Japanese block print but discovered it cost \$100. "I walked out," he recalls, "because I didn't think I liked my friend \$100 worth. After a week or so of thinking about it, I figured I did like *myself* \$100 worth, so I went back with my wife to buy it." But the print had been sold and in its place was one priced at \$250. Undaunted, Mary Ludgin proposed buying it on the instalment plan, was so encouraged by the dealer that she marched out with two prints under her arm.

Soon after, the Ludgins started to mosey

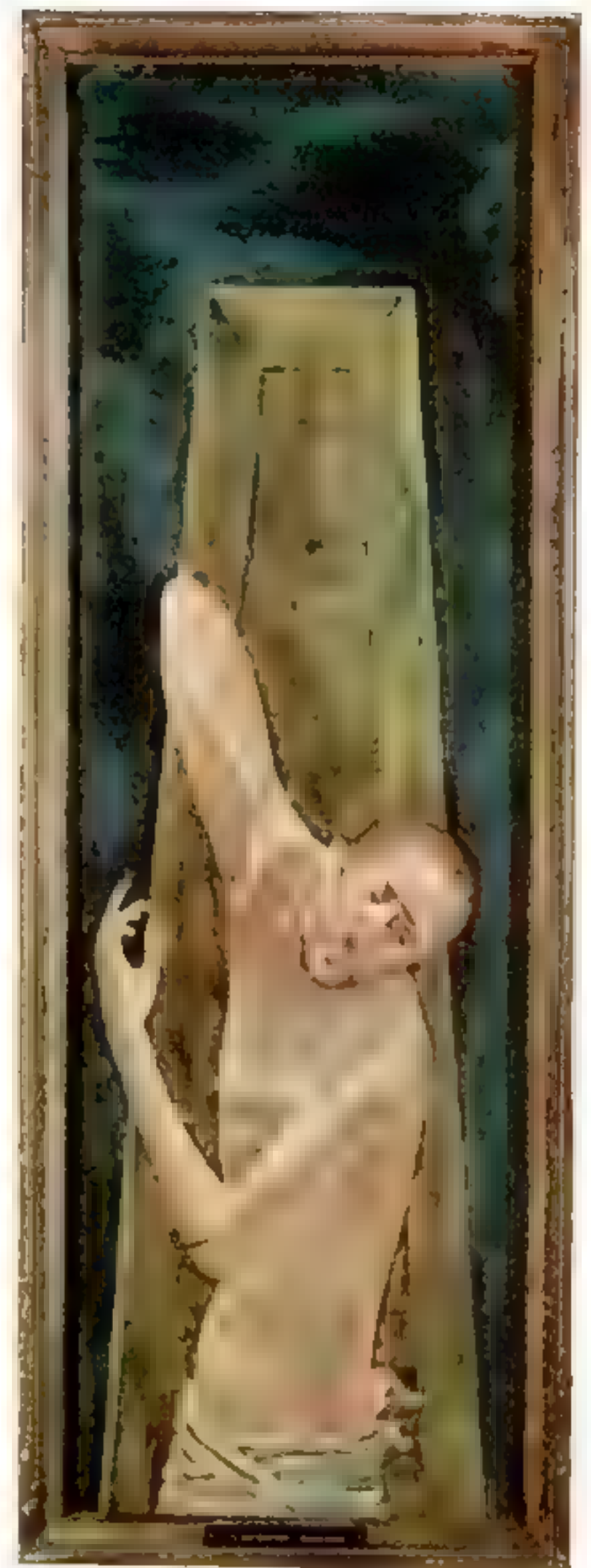
around among Chicago studios and art galleries and within a year had bought works by then little-known painters like Raphael Sover and Ivan Le Lorraine Albright. Today the Ludgin collection numbers 222 paintings, almost entirely the work of Americans, with a sizable representation of Chicago artists. The majority of the pictures hang in the offices of Ludgin's advertising firm, which cover two and a half floors of a downtown office building. This year Ludgin had all the offices repainted to harmonize specifically with the tones of the pictures which hang in each room. Such operations for the sake of art are now taken in full stride by the office staff. Two of them have begun to collect paintings themselves. Another confessed, "I don't get what all the stuff's about, but it's nice having it around."



Chicago Collectors CONTINUED



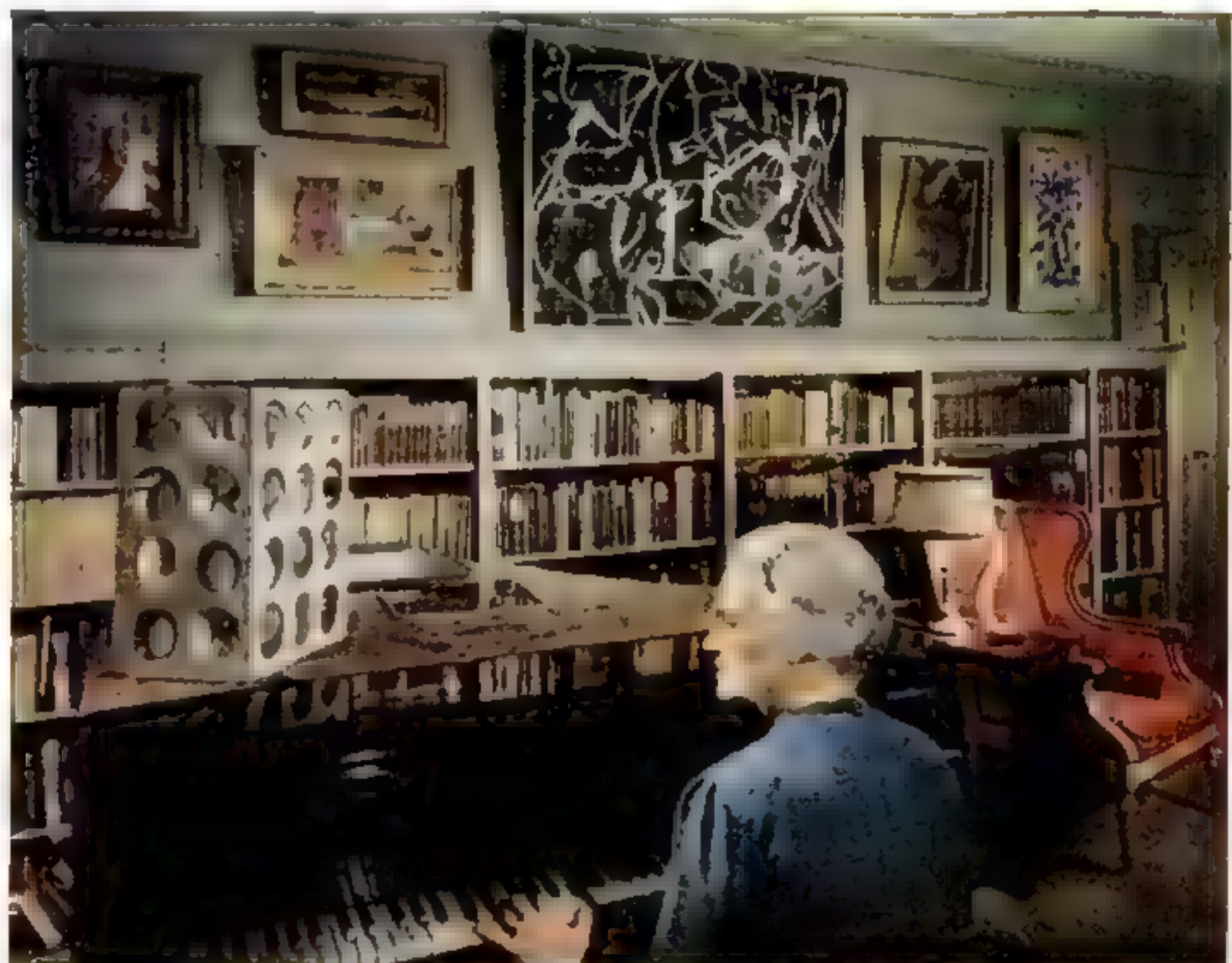
"TWO PATRIARCHS," a typically whimsical study of rabbis painted by Max Weber, hangs in office of Ludgin's secretary.



"RESURRECTION" hangs near the Max Weber, is one of three Ludgin works by Stephen Greene



"SELF-PORTRAIT" by Raphael Sover is one of first paintings bought by the Ludgins.



MRS. LUDGIN'S CHOICES from the collection hang in house in Hubbard Woods, Ill. They are works

by (from left) Shaw, Piper, Guglielmo, de Kooning, Ruvolo, Seligmann. On piano is sculpture by Hess.





**T'ANG TREASURES**, more than 1,000 years old, stand on tables in Tyson's living room. The warrior and the horse, together valued

at more than \$20,000, are now on permanent exhibition at the museum. Tyson's chair and stool were carved in China during 1700s.



**DANCERS**, circa 500 B.C., are on loan to the museum.



**VASE** from Sung dynasty is valued by museum at \$28,000.

## Tyson's Orientals

Russell Tyson was born 85 years ago in China, and Oriental culture has dominated his life ever since. His father, a merchant, filled his home in Peking with Chinese furniture, and when he returned to the U.S. he brought it all with him. But it was the discovery of Korean art that made a confirmed Orientalist out of Russell Tyson. On his first trip back to Asia in 1909 he noticed some celadine Korean pottery in the U.S. embassy in Peking. This sent him on an expedition to Seoul where he scouted around for more of the ware. In

the process he became interested in other aspects of Korean art which eventually led him back to the Chinese. Since then Tyson has become a formidable expert on the subject and has picked up choice examples of Oriental art all over the globe, from Japan to Britain. A vice president of the Institute since 1938, Tyson has gradually relinquished most of his collection to the museum. Still under his own roof are some handsome pieces of 18th Century Chinese furniture, but, says Tyson, "they'll be getting those one of these days."



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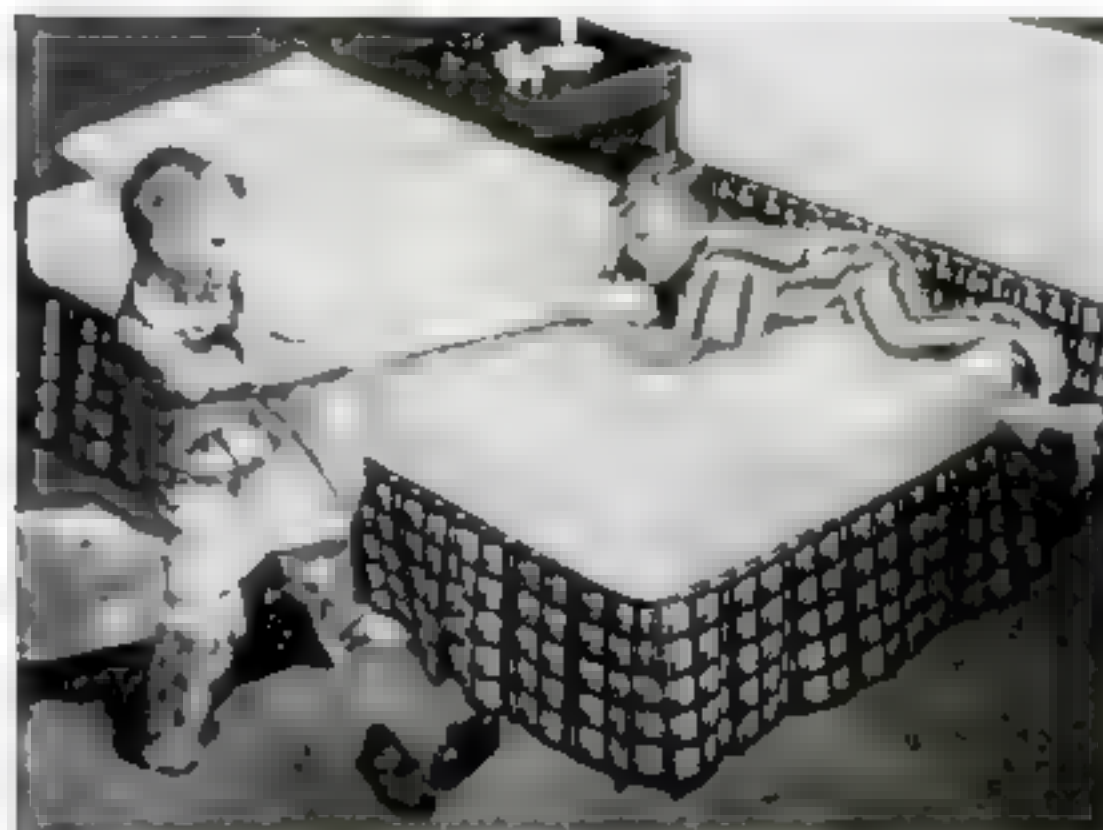
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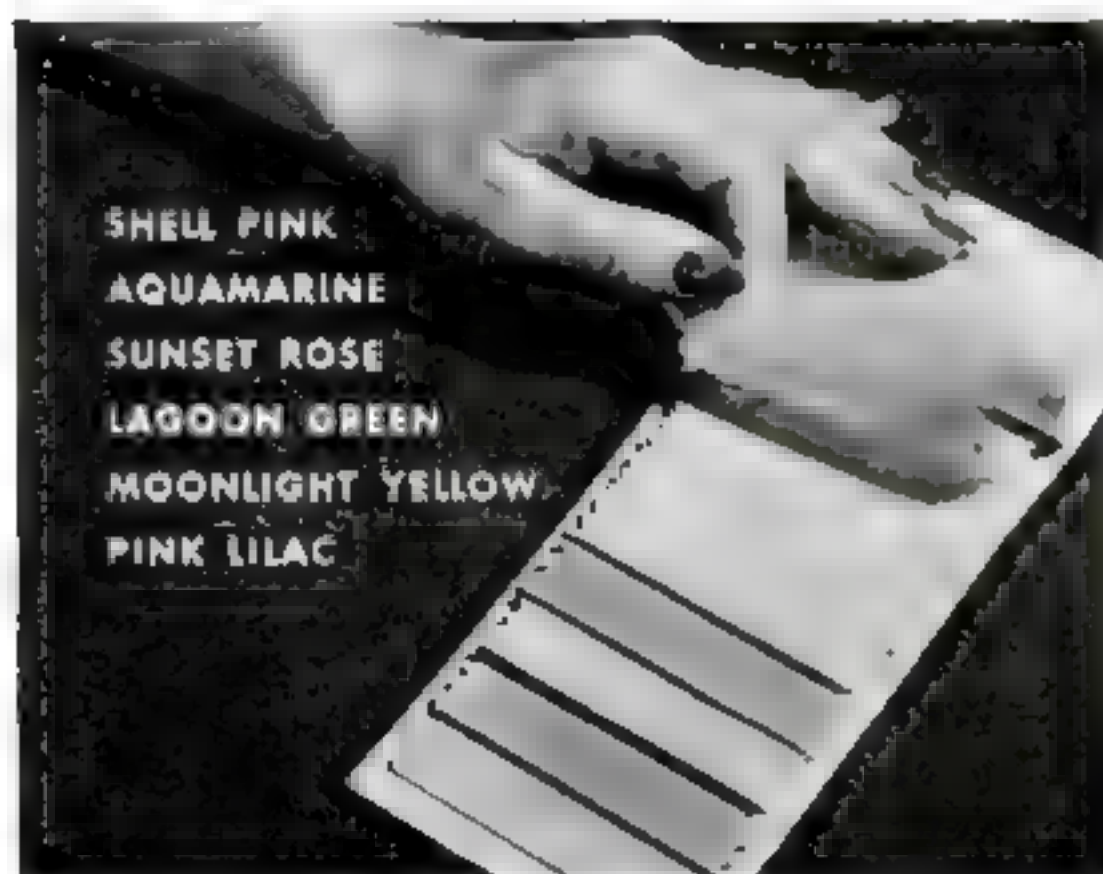
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## SOME GREAT PATRONS



MRS. POTTER PALMER was as famous for her beauty as for her art collection. Her son, Potter Palmer II, became president of the Institute in 1925, held post for 18 years.



RYERSON liked to hobnob with impressionists whose work he collected. In 1920 he visited white-bearded, 80-year-old Monet in garden at Giverny.



MRS. LEWIS COBURN was avid buyer of 19th Century French art which she stacked in closets and against walls of hotel suite. She left her entire collection to museum in 1932.

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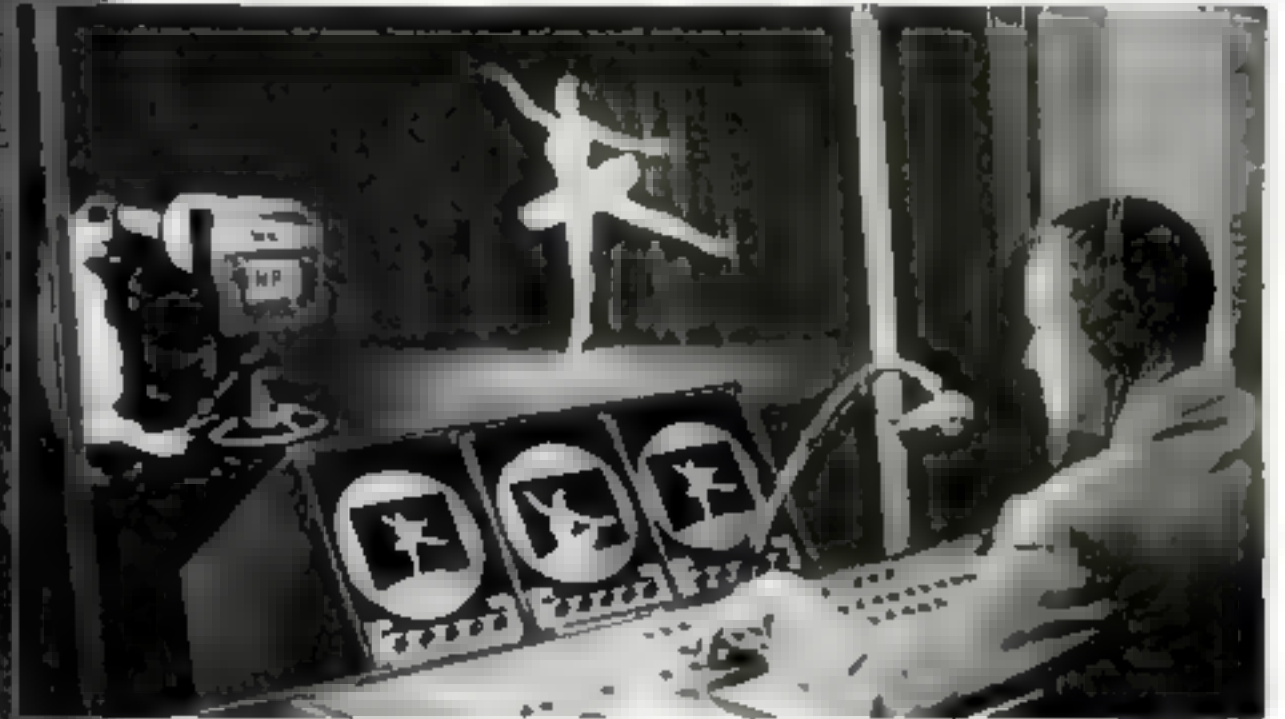
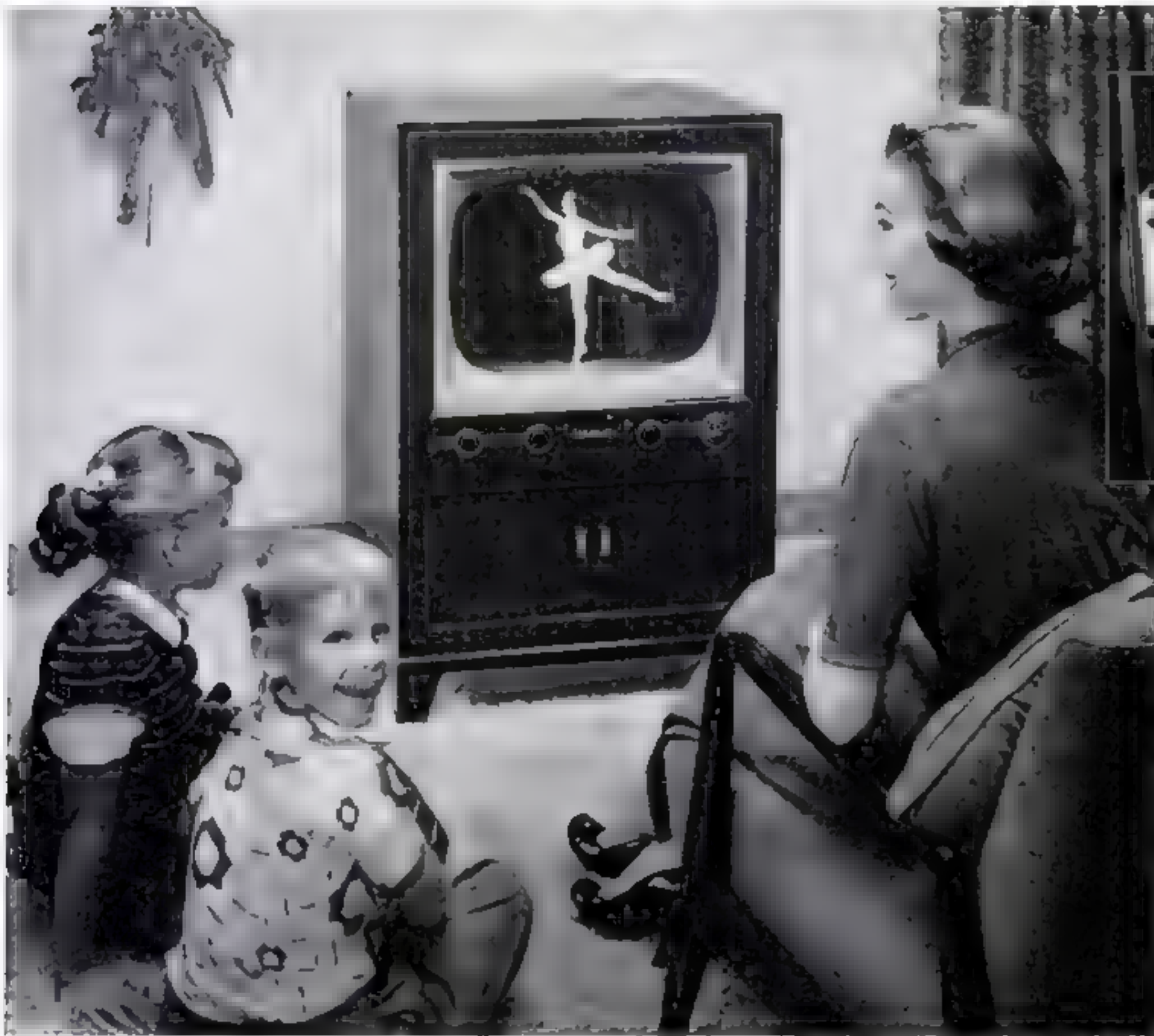
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**KNEE-HIGH TO A TROMBONE.** Ann Miller dances among mass of musical instruments which are held up by arms thrust through holes in the platform.



**UNDER-STAGE VIEW** shows extras sticking their arms up through the floor, wearing coats backwards because it helped keep their sleeves from wrinkling.

## Lass in the Brass

**ANN DANCES AS 'MUSICIANS' ACHE**

While Ann Miller seemed to be thoroughly enjoying herself (*ahem*) as she danced through what looked like the brass section of a symphony orchestra for a new MGM musical, *Swing Time* last night, there were 68 extras who were not so happy about it. Mute and motionless, they huddled beneath Ann's dancing platform, which was six feet high. Each extra held his arms up through two holes and grasped an instrument which he wiggled or pretended to play as Ann exorted through a musical thicket.

To create this far-fetched but pretty scene, the extras had to stand for hours, getting stiff arms and shoulders as to take after retake was made. Some of them did not like take time out for a cigarette or to swing out to find their way back into position under the floor. As for the only individual attention any of them got came when somebody's coat cuff fell down, and Hollywood's veteran dance director, Busby Berkeley, called for an assistant to trot out on the platform and "pull up the trombone's sleeve."



**AUDIENCE VIEW** of scene shows Ann dancing as whole orchestra, under the shadow of a drummer, is played by disembodied arms.





# New mealtime delights with **LIBBY'S** — freshest-tasting **PINEAPPLE** ever — from our own plantations in Hawaii

**Red and Gold Salad.** Libby's Crushed Pineapple and Cranberry Sauce are unusually delicious together. Mold cranberry sauce in rings, fill centers with Libby's Crushed Pineapple, chilled and drained. (Libby's Crushed is the extra-flavorful pineapple from next to the shell.) Serve with your favorite salad dressing. Good with turkey. Bright and festive for any meal! Also try Libby's Pineapple Tidbits and Chunks for tempting fruit salads.



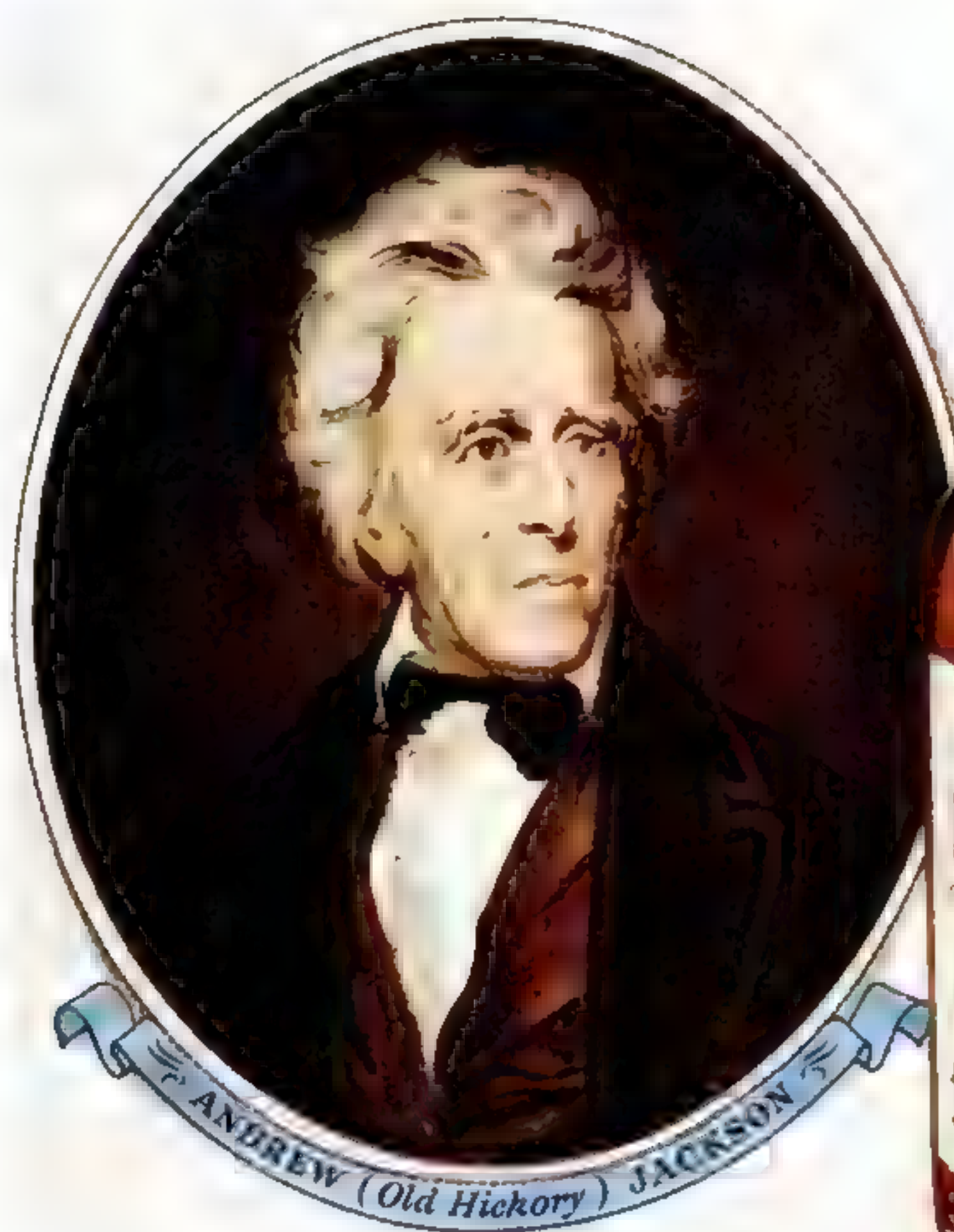
**Sunny Circle Tarts** taste so delicious everybody will beg for this recipe. Drain a can of Libby's Sliced Pineapple. Add enough water to syrup to make  $1\frac{1}{2}$  cups. Heat and dissolve in it 1 pkg. lime-flavored gelatin. Chill until slightly thickened. Fold in  $\frac{1}{4}$  cup cream whipped stiff. Pour into baked tart shells; chill. Top with drained slices of Libby's Pineapple. For flower garnish, cut maraschino cherries in sixths lengthwise, but not quite through — fan apart.

Libby's  
comes only  
from Hawaii



Libby, McNeill & Libby, Honolulu, Hawaii





Full  
6 years  
old

The EXTRA YEARS enhance the  
great Bourbon Taste of

**OLD  
HICKORY**

STRAIGHT **BOURBON** WHISKY





**OUTSIZE MUFFS** come in assorted colors: natural white fox (*at top left*, \$145), dyed black fox (\$85, both Ritter Bros.), dyed beige fox (Russeka, \$240) and natural timber wolf (Ritter Bros., \$85).

**FRINGED SHAWL** (*below*) made of natural Norwegian blue fox, one of the most popular colors, is a Jacques Fath design from Hattie Carnegie (\$750). It can be worn in late afternoon or evening.

## LONG-HAIRED FUR

Newly styled, fluffy fox is heading for another heyday

The new slim silhouette which appears most strikingly in the siren look (*LIFE*, Sept. 8) has brought about the revival of the extinct fashion for long-haired fur. The bulkiness of these furs, which was top-heavy for the full skirts of recent years, is balanced by today's narrow skirts and little caps. Although they look luxurious and are made lavishly, the furs cost so little that the wearer can drip in yards of fox or wolf for the price of a mink tippet. Two of the above muffs cost under \$100 (all prices

quoted are tax-included) and even when styled by a top designer like Hattie Carnegie, fox can come as low as \$165.

Most prevalent fur is fox which comes naturally in red, silver, Norwegian blue and white, and is also being dyed black, brown and a wild assortment of pastel colors. The current crop includes a variety of muffs, scarves and stoles which are more flattering than the silver fox jackets that used to dominate the Easter parades of the '30s, when fox was last in fashion.







## SEEING IS BELIEVING!

See for yourself how SCUFFY makes the shabbiest scuffed shoes look like new — for less than a penny a treatment! SCUFFY covers and colors scuffs — shines as it dries — with no rubbing!

So amazingly different, you have to try SCUFFY to believe it! Used by millions. . . All popular colors — only 25c!

**\*FULLY GUARANTEED!** If, after trying SCUFFY, you are not completely satisfied, return the empty carton to K. J. Quinn & Co., Inc., Malden, Mass., and your purchase price will be promptly refunded!

THE WONDER FORMULA



Guaranteed by  
Good Housekeeping  
as an advertiser's mark

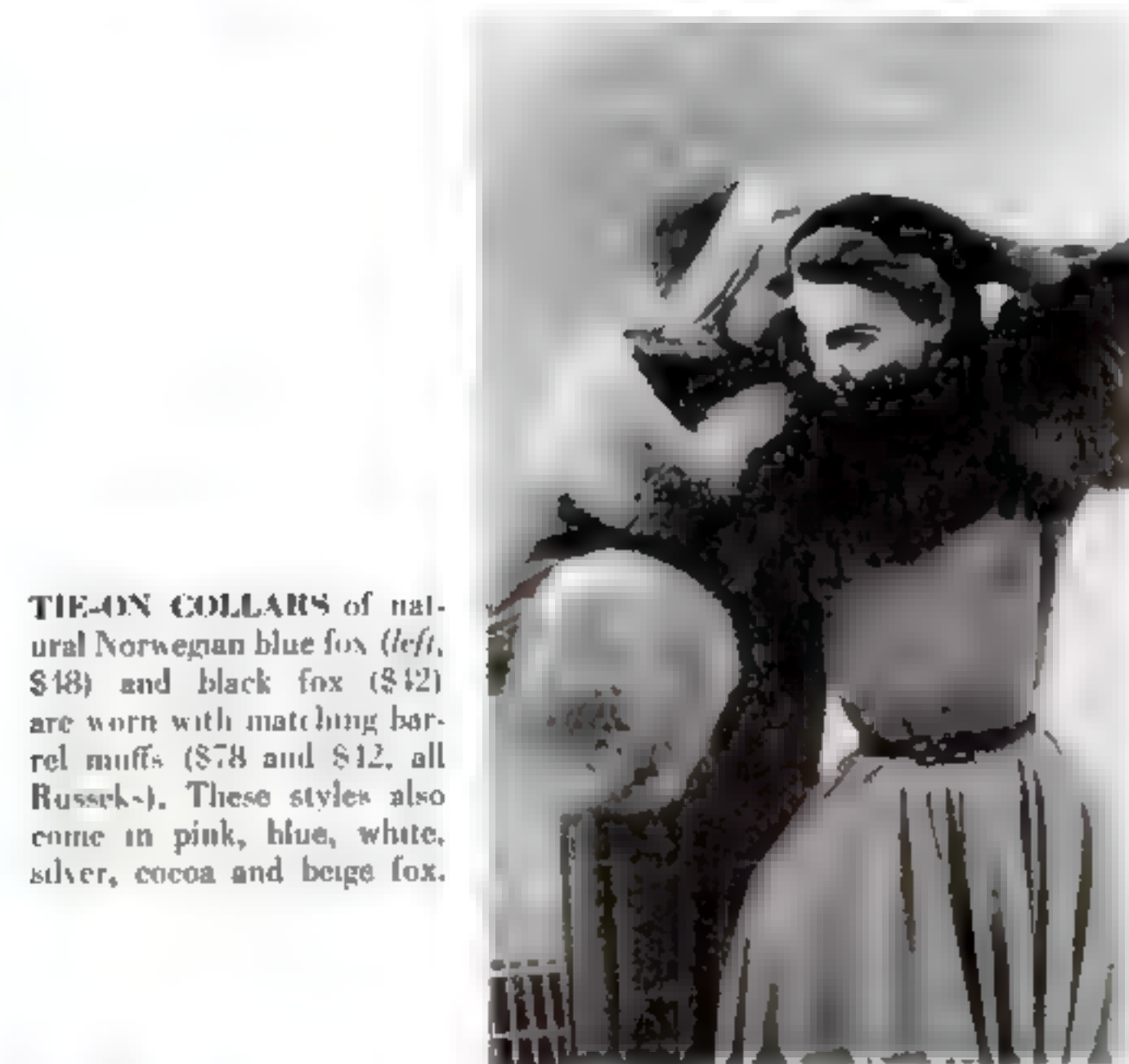
AT LEADING GROCERY & 10c STORES

25c

## LONG-HAIRED FUR CONTINUED



**LENGTHY BOA** which can be worn as a scarf or as an evening wrap uses six rounded skins of natural white fox (Reiss & Fabrizio, \$360). Most dressy and fragile of the types of fox, white is also one of the most expensive.



**TIE-ON COLLARS** of natural Norwegian blue fox (left, \$48) and black fox (\$42) are worn with matching barrel muffs (\$78 and \$42, all Russek-). These styles also come in pink, blue, white, silver, cocoa and beige fox.



**SHOULDER "LEI"** is of natural red fox (Hattie Carnegie, \$165). A fur circle trimmed with two little fox heads, it makes a stylish outfit for daytime when worn over Miss Carnegie's slim-skirted navy blue wool dress.

CONTINUED ON PAGE 110



**TAR**  
**GREASE**  
**SOOT**  
**DRINKS**  
 even **GRAVY**



# all vanish from rugs with this magic new **CLEANER!**

**New . . . completely new!**  
 Here is the miracle rug cleaner  
 you've been hearing about . . .  
 reading about...GLAMORENE!

**Washes as it dry-cleans!**  
 Glamorene<sup>†</sup> is an amazing non-  
 wetting compound that's better  
 than washing, better than dry clean-  
 ing . . . for virtually every kind  
 of spot or complete rug cleaning.  
 Glamorene's magic action dis-  
 solves grease and absorbs soil  
 like blotting paper. Yet Glamo-  
 rene is so safe, you can use it on  
 your finest rugs and carpets.\*

**So easy! Fast! Economical!**  
 Now you can do your rugs your-  
 self . . . get them bright and clean  
 in minutes . . . for as little as a  
 penny a square foot!

†Glamorene is the trademark of Jercisaydon, Inc.  
 \*Safe on wool, wool blend, rayon and nylon rugs.

**Rated Best of 100 Rug  
 Cleaning Products** for  
 home use—in more than  
 1,000 scientific tests  
 conducted by York  
 Research Corporation.  
 Commended by  
 Parents' Magazine.



Brightens Color!  
 Restores Lustre!  
 Helps Retain Curl in  
 Twist-Weave Carpeting!  
 No Shrinking!  
 No Fading!  
 Leaves No Rings . . .  
 No After-Odors!

For best results,  
 use long-handled  
 Glamorene Rug Brush  
 —only \$1.25.



**Sprinkle On**—no more stooping  
 or scrubbing! Glamorene is not a  
 liquid, soap, foam or powder.

**Brush In**—so easy with Glam-  
 orene's long-handled Rug Brush.

**Vacuum Off** spots and soils.  
 Glamorene cannot clog or harm  
 any type vacuum cleaner.

**Glamorene's magic action removes:**  
 Mayonnaise, Beverages, Chocolate, Milk,  
 Cooking Fats, Crayon, Tar, Grit, Chewing  
 Gum, Wax, Shoe Polish . . . even Animal  
 Mishaps when applied immediately

Available at dept. stores; hardware, rug, and  
 linoleum stores; and at neighborhood house-  
 ware counters. Handy size—\$1.29 . . .  
 large economy size—\$3.79.

Regular Size  
 cleans two  
 9x12 rugs

**\$2.29**

Distributed by Glamorene, 10 E. 44 St., N. Y. 17.  
 Glamorene is sold in Canada as "Lamorene."  
 Manufactured and distributed by G. H. Wood &  
 Co., Ltd., Toronto.

*Leaves rugs bright, dry... Ready to walk on in minutes!*



LOOK—IT MIXES INSTANTLY!



TASTE—IT'S CHOCOLATE-RICH!



**NESTLÉ'S**  
*Quik!*

Add 2 heaping teaspoons of QUIK powder to your glass of cold milk—stir—and drink. It's instantly ready—instantly good! QUIK has rich, real chocolate flavor, the kind only Nestlé's can make!

Delicious QUIK stays mixed too—it's always chocolaty, all through. Today—try QUIK for the chocolate drink that needs no fuss—no bother—no refrigeration. Your grocer has it!



WITH THAT FAMOUS

**NESTLÉ'S** CHOCOLATE FLAVOR



LONG-HAIRED FUR CONTINUED



**NINE FEET OF FOX**, this enormous stole made of six let-out skins (Ritter Bros., \$675) probably represents the ultimate use of fox for this or any season. This is silver fox, a popular breed which has branched out in recent years to include platinum fox, pearl platinum fox and, newest, sapphire fox.

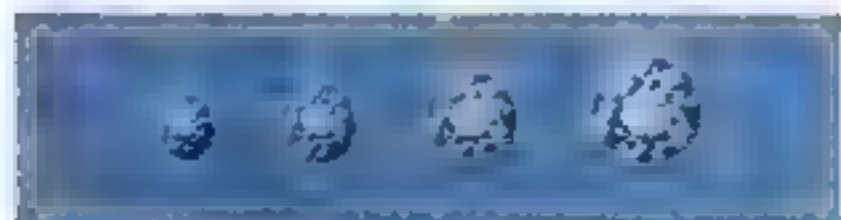


On your wedding day . . . your bright engagement diamond  
 records each dear detail . . . your bride's bouquet,  
 the wedding veil, the church, the love and happiness  
 you know. And as the years go by, you'll see them  
 still remembered in shining diamond lights.



Wedding Day... painted for the De Beers Collection by Brian Connolly

1/4 carat (25 points) \$95 to \$185  
 1/2 carat (50 points) \$210 to \$425



1 carat (100 points) \$540 to \$1200  
 2 carats (200 points) \$1200 to \$3250

In July, 1952, jewelers throughout the country were asked for the prices of their top-grade engagement diamonds (unmounted) in the weights indicated. The result is a range of prices, varying according to the qualities offered. Exceptionally fine stones are higher priced. Add Federal tax. Exact weights shown are infrequent.

Your diamond, guardian of your love's sweet memories,  
 should be chosen with care. Remember, color, cutting and  
 clarity, as well as carat weight, contribute to a diamond's  
 beauty and value. A trusted jeweler will help you find a stone  
 of fitting size and quality and style, for what you wish to spend.

*a Diamond is forever*



# Answer to a loaded question

**T**HE biggest question every highway hauler asks us today is "How can I increase my payload and still remain within the rated gross weight limits required for truck and load?"

As GMC dealers, we are proud to have the ringing answer to that challenge—the revolutionary new gasoline-powered 470 highway tractor, engineered by GMC.

*It will haul more payload within the 45,000 GCW limit than any other truck ever built—by as much as 1,200 extra pounds of cargo.*

This additional load capacity can mean up to twelve hundred dollars extra profit annually to the hauler. It is the result of new GMC engineering techniques which eliminate load-robbing "dead weight" from truck design.

## Highest power-to-weight ratio in trucking

Best example of this is the 470's new engine—pound for pound the mightiest in truck history. It achieves a record-breaking 7.2 to 1 high-compression ratio from regular fuel, produces a whopping 145 horsepower—yet weighs as much as 500 pounds less than competitive engines!

We cordially invite you to come in and see this ruggedly trim, powerfully right GMC 470—the most profitable truck to own in its class. And it will pay you to look at the other great new GMC models we have on display—from light pickups that are sturdily built like the biggest GMC's, to the wide selection of GMC two-cycle Diesels that lead the field in Diesel sales.

Compare them against the field and we think you'll agree that GMC is setting the pace in truck progress.

*Your GMC Dealer*







### *Announcing*

#### **GMC's New 145 HP Highway Tractor —the 472-30A**

Gross Capacity . . . . . 45,000 pounds

Tractor Weight . . . . . 8,000 pounds

*(Fueled and ready for the road)*

Gasoline-powered by the revolutionary GMC 302' valve-in-head engine—pound for pound the mightiest in truck history.

Standard equipment includes full air brakes, and husky rear axle rated to accommodate 10.00, 20 tires.

*A General Motors Value*



# LUSCIOUS Dromedary Dates



For Hallowe'en and every day  
Nature's most delicious confection—  
"the candy that grows on trees"  
Good for you—children too!

Pick up a package today!

Only the choicest dates, the  
plumpest, tenderest beauties are packed  
by Dromedary, pick of the world's date  
crop! Enjoy them often. No others compare!



**Dates with Stuffin'**  
**QUICK—AND COST SO LITTLE!**  
Already pitted, you simply stuff  
Dromedary Dates with cheese, coconut,  
peanut butter or nut-meats. Roll some  
in sugar. Serve some plain. (A boxful  
makes a luscious gift!)

Remember Dromedary Dates are the  
finest "candy" you or the children can  
eat! Rich in minerals and precious vita-  
mins. Tuck some in the lunch-box!

**PASTEURIZED**  
For purity, longer-lasting freshness!  
Insist on Dromedary Dates!



**FIESTA SALAD**—Make a salad so festive it doubles  
as dessert! Use cottage cheese, orange segments and  
Dromedary Dates. And try Dromedary Dates in  
cookies, in fruit cups, in cereals. Delicious!



**LOUISIANA DATE STRIPS**—Roll out pie pastry  
 $\frac{1}{4}$ " thick. Brush with melted butter. Combine  
6 tbs. brown sugar, 6 tbs. Dromedary Coconut, about  
22 Dromedary Dates finely chopped,  $\frac{1}{4}$  tsp. salt.  
Spread mixture on half of pastry. Cover with second  
half. Cut strips  $1\frac{1}{2}$ " x 3". Bake, moderate oven,  
(400°F.) 15 minutes. Frost if you like, and  
decorate. Makes 3 to 4 dozen.

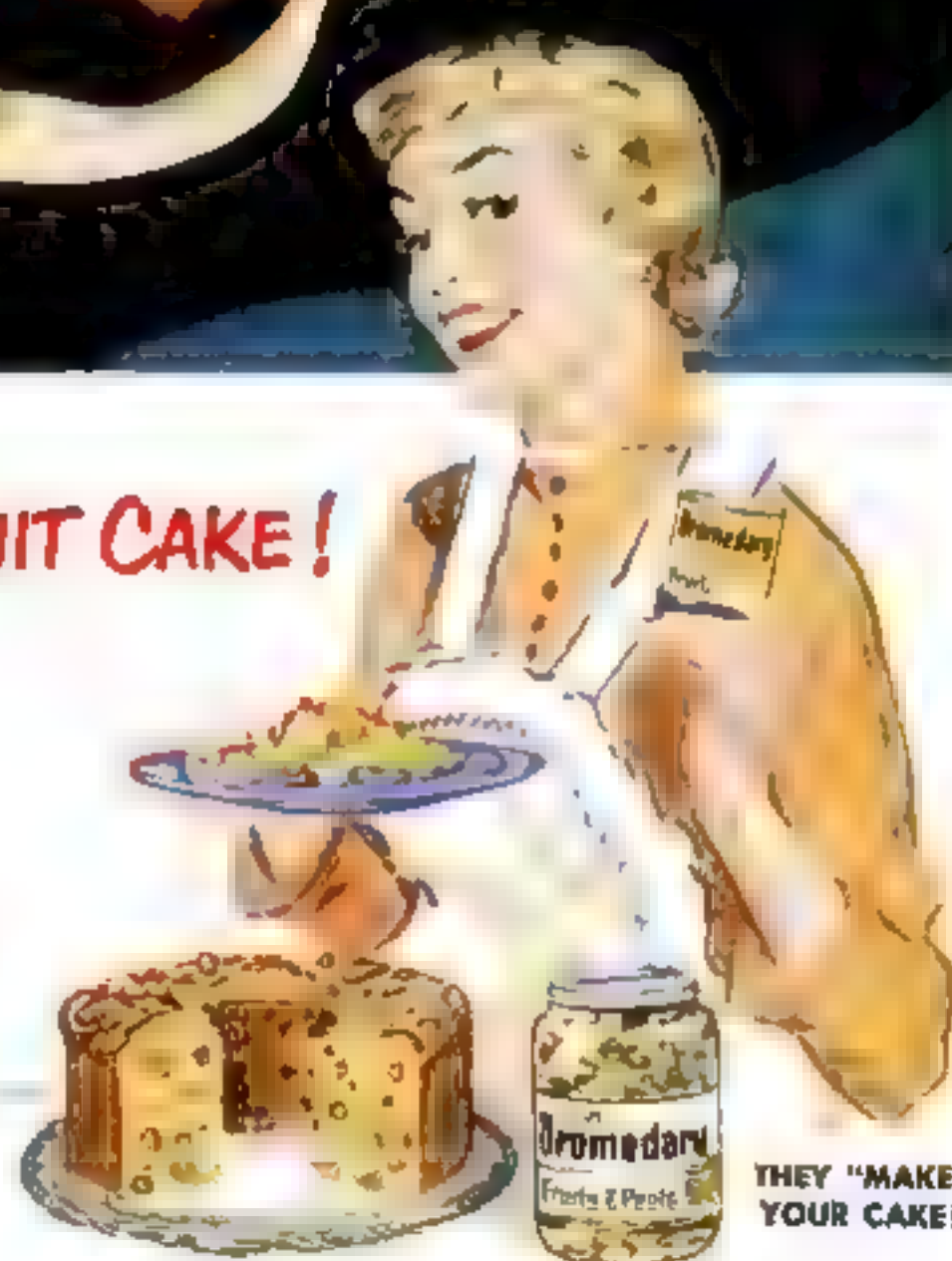
Bake Your Most Wonderful **FRUIT CAKE!**

The secret?  
**DROMEDARY  
FRUITS and PEELS**

So much more tender, moist, colorful—and deliciously  
natural-tasting, thanks to Dromedary's patented process! And  
all diced! So convenient! Use them too, in cookies, coffee cake,  
puddings, ice cream. Tempting to look at—wonderful to eat!

TRY ALL 6 VARIETIES

Mixed Fruits and Peels (in Glass Jars or Tins)—  
Pineapple—Citron—Cherries—Orange Peel—Lemon Peel



THEY "MAKE"  
YOUR CAKE!





**TESTED CHILD**, who was given Johns Hopkins vaccine and developed antibodies against polio viruses, is examined by Dr. Howard Howe (left) and Dr. George Medairy.

# THE END OF POLIO IS IN SIGHT AT LAST

Two sets of scientists come up with vaccines which promise conquest of the disease in this decade

For years scientists have been looking for a way to stop polio and Americans have been dropping dimes in collection cans to support their search. This month two impressive progress reports were released, one by March of Dimes sponsored scientists at Johns Hopkins University, the other by Lederle Laboratories. Both institutions announced they have developed experimental vaccines to a point which assures a practical preventive will be found. Unless progress is far slower than now seems likely, the preventive will be available before 1960.

The scientists' success is based upon two facts about polio. The first is that the disease is caused by three distinct types of viruses, which are called Brunhilde, Lansing and Leon. The second fact is that the polio viruses, like most other germs, cause a victim's body to produce antibodies which can neutralize viruses. If there are enough antibodies, they can halt the disease before paralysis sets in. These facts suggested that a vaccine could be

developed which would bring about the production of protective antibodies in the blood.

At Johns Hopkins the scientists decided that the only truly safe viruses are dead viruses. They made a vaccine by killing some viruses with Formalin. Then, after testing this vaccine on monkeys to make sure that it contained no live viruses or any other hidden hazard, Dr. Howard A. Howe injected it into the muscles of six children.

Howe did not expose the children to polio. From blood samples, however, he determined that all six had developed surprisingly high levels of protective antibodies against Lansing and Leon virus types and some against the third type, Brunhilde. But before the vaccine can be used on a large scale, it must be made stronger against the Brunhilde type and must be adapted to the techniques of mass-production (next page). And it must be tested on thousands of animals and on more human subjects to make sure that it is safe as well as effective.



**IMMUNE BLOOD SERUM** from child is held beside vials which contain the three types of polio viruses. Antibodies in blood can neutralize all three.



## Science reveals new ingredient for easy shaves

**Wonderful substance outdoes lanolin, makes beard softer, lubricates, protects skin—and is available now**

For years science has searched for a shaving preparation that would enhance the wetting action of soap and at the same time have a beneficial emollient effect on the skin—a characteristic not present in most shaving soap.

Chemists at The J. B. Williams Co. undertook extensive research into the problem. We asked ourselves this question: Would use of the free sterols present in "Extract of Lanolin" provide the improved shaving preparation we sought to make?

### Advantages of Extract of Lanolin

Even though present in comparatively small percentages, "Extract of Lanolin" can efficiently increase the water penetration of the shaving cream. Imparting moisture to the beard is, as dermatologists know, essential in wet shaving.

The free sterols of extract of lanolin can penetrate the waxy coating of the skin with great hydrophilic effect. This is because it is a natural product closely resembling the skin surface fat.

### How it works

"Extract of Lanolin" in shaving cream forms a film on the surface of each lather bubble and, due to its surface-active nature, tends to penetrate the pores and recesses of the skin—providing the following beneficial effects:

1. The beard becomes wet, easier to shave
2. The rigid emollient film can act as a lubricant for the razor, helping to prevent abrasion, or "razor burn," by reducing friction to a minimum.
3. There is minimum tendency to leave the skin with less of the protective sterols than present before shaving. Natural protective skin-coating isn't "shaved away."

We then wanted to know how dermatologists themselves felt. 90% of the doctors surveyed approved the idea with enthusiasm.

### Result: a superior product

As a result of our findings, and the approval of dermatologists, The J. B. Williams Company is now offering our Luxury Shaving Cream with "Extract of Lanolin."

We don't wish to make extravagant claims; but we do say that our shaving preparation, through qualities made possible with "Extract of Lanolin," will cut to a minimum the skin irritation due to shaving. This, we believe, should be of particular interest to you, as a man who wants better shaves.

We're so sure you'll become a steady user of Williams that we make you this FREE offer:

Send your name and address and get a free guest-size tube of Williams Luxury Shaving Cream with "Extract of Lanolin" . . . enough for three weeks' trial. For your free tube, write: The J. B. Williams Co., Dept. LS-13, Glastonbury, Connecticut. (Offer good only in U.S.A. and Canada.)

## The End of Polio CONTINUED



**VACCINATED CHIMP** gazes idly at the hypodermic wielded by Dr. Howard Howe at Johns Hopkins. The chimp will get lethal polio viruses four months after vaccination to test protection afforded by experimental vaccine.



**KILLING THE VIRUS.** Dr. Howe carefully adds a dilute Formalin solution from a pipette. Formalin is slowly dropped into the virus sample, then stirred periodically for 72 hours to make certain that all viruses are dead.



**VACCINE PRODUCTION** at Johns Hopkins may be greatly speeded by this machine which keeps many virus culture tubes continuously turning, periodically bathing the virus cultures in nutrient fluid to encourage multiplication. Here Dr. David Bodian loads drums holding tubes onto the machine.

**RELIEVES  
HEADACHE  
NEURALGIA  
NEURITIS PAIN**

**FAST**



**Here's Why . . .**

Anacin® is like a doctor's prescription. That is, Anacin contains not one but a combination of medically proved active ingredients. Anacin is specially compounded to give FAST, LONG LASTING relief. Don't wait. Buy Anacin today.

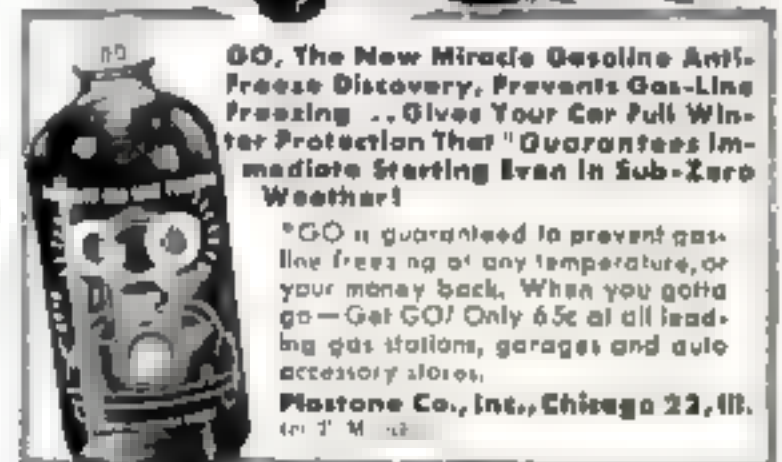
**INGROWN NAIL**  
**Hurting You?**  
**Immediate Relief!**

A few drops of OI TOLUOL bring blessed relief from tormenting pain of ingrown nail. OI TOLUOL loosens the skin underneath the nail, allows the nail to be cut and thus prevents further pain and discomfort. OI TOLUOL is available at all drug counters.

**Now! WITH GO IN YOUR GAS TANK**

**YOU START**

**NO MATTER HOW COLD IT GETS!**



**GO, The New Miracle Gasoline Anti-Freeze Discovery, Prevents Gas-Line Freezing . . . Gives Your Car Full Winter Protection That "Guarantees Immediate Starting Even in Sub-Zero Weather!"**

\*GO is guaranteed to prevent gas-line freezing at any temperature, or your money back. When you gotta go—Get GO! Only 65¢ at all leading gas stations, garages and auto accessory stores.  
Plastone Co., Inc., Chicago 22, Ill.  
© 1957 T. M. Co.

**MISERABLE FEELING OF  
STUFFY**



Just a WHIFF does it!

**NOSE**

... anywhere . . . any time this handy Vicks Inhaler makes cold-stuffed nose feel clearer in seconds. By makers of Vicks VapoRub.

**GOES!**



Use as often as needed!

CONTINUED ON PAGE 113



# HOW DOES THE POWER GET INTO THE BOMB?

Uranium itself isn't enough. Preparing it for the bomb's A-power takes vast quantities of electric power. So do the planes, tanks and other huge Defense production jobs. On top of this, homes, farms and businesses are using twice as much electricity as before World War II. Will the electric companies develop enough power? The answer is YES!

As much electric power as Detroit uses will be needed by one A-bomb factory now nearing completion. Another new A-bomb project will use twice that much. Electric light and power companies are now building a giant power plant for one of these, and are ready to build a plant for the other — faster than the federal government could — and without one cent of your tax money!



New plants double U. S. power. The map pinpoints the new electric power plants and plant additions built by the nation's electric companies just since World War II. They give each American *twice* as much electricity as he had then. In spite of this, the people pushing for socialized electricity still talk "power shortages" as an excuse for getting government deeper into the electric business.



10 MILES FROM AN A-BOMB. Picture taken a few minutes after an A-bomb test at Frenchman's Flat, Nevada. Note the top of the mushroom-shaped cloud is still rising.

← **Battlefield in the struggle against socialism.** On the Niagara River, five local electric companies are ready to build a big new plant to develop additional electric power. But the job is being held up by those who want government to build the plant — even though that would take longer and cost Americans \$350 million in taxes. Similar delays hold up new power at Hell's Canyon, Idaho, Roanoke Rapids, N. C., and Kings River, Calif. — wasting time, money and power. America's electric companies can provide this power — without one cent of tax money — and without the threat of government monopoly or socialism!

These facts are heartening proof that the experience and sound business management of the country's hundreds of electric companies are ready and able to meet the nation's biggest power needs. America's **ELECTRIC LIGHT AND POWER COMPANIES\***.

\*Names as request from this magazine

• "MEET CORLISS ARCHER"—ABC—Fridays—9:30 P. M., Eastern Time.



there's a Burroughs  
that's right for  
every figuring need!



Leading favorite in all kinds of business where volume figuring is important is this extra fast electrically operated Burroughs adding-subtracting machine that shows debit or credit totals. Eight- and ten-column models.



Burroughs cash registering machines give you 4-way protection through control over cash, charge, received on account and paid-out transactions. Special locked-in tape provides complete history of day's business. Choice of styles with hand or electric operation.

This low-cost hand-operated Burroughs, like every Burroughs, combines rugged dependability with ease of operation. Seven-, eight- and ten-column models. Priced as low as \$120 plus applicable taxes.



Burroughs adding-subtracting machines offer extra advantage of direct automatic subtraction. Hand or electric operation, in several capacities. Also available for handling fractions, with automatic conversion to whole numbers.

Burroughs adding machines and cash registering machines are built to world-famous standards of quality to assure easy operation and speedy, accurate results—for a lifetime of dependable service. See your Burroughs dealer or Burroughs sales office today.

Burroughs Adding Machine Company, Detroit 32, Michigan.

WHEREVER THERE'S BUSINESS THERE'S

Burroughs



The End of Polio CONTINUED

## DRUG FIRM'S VACCINE IS 'COOLED-OFF' VIRUS



DR. COX ANNOUNCES PROGRESS

The drug company that first puts on sale an effective polio vaccine is sure of a vast and grateful market. Three weeks ago Dr. Herald Cox (left) revealed that his company, Lederle Laboratories, thinks it is nearing that goal. Instead of using a vaccine of dead polio viruses, as did Johns Hopkins' researchers, Lederle scientists "cool off" a living Lansing type virus until it no longer causes disease. They believe tame but live viruses will cause more effective antibody formation.

To "cool" the virus Lederle's Dr. Arden Moyer grows it in the brain of a hamster, an animal not normally susceptible to polio, then transplants it to other hamsters. At each transplant the virus adapts itself to become more virulent to hamsters but in doing so becomes less virulent to apes and presumably to man. After 100-odd transfers it no longer produces polio in monkeys. Instead it immunizes them. This "modified" virus can be grown in chicken eggs, making mass production easy. But before Lederle releases its vaccine it wants to make it potent for all three polio types and will have to prove the modified virus will not revert to its lethal state.



INOCULATING A HAMSTER, 7 days old, with virus is first step toward vaccine. Virus can grow in hamster brain but loses some of its virulence.



INOCULATING AN EGG with virus "cooled" in hamsters, Mrs. Violet Pedersen pokes needle into shell. Virus multiplies rapidly in chick embryo.

CONTINUED ON PAGE 121





## *Outstanding for Excellence*

This superbly carved mahogany Chippendale chair is from a matched set of seven, dating from around 1760—one of the finest examples of old English Chippendale in existence. Exquisite in design and workmanship, the set has survived nearly two centuries of use, virtually unmarred. Valued at more than \$8,000, it is truly *outstanding* for its excellence.



OUTSTANDING among the finest whiskies of the world, Hunter has been unsurpassed for 92 years. Superbly smooth and magnificently flavorful, no finer whiskey has ever passed your lips. If you haven't tried Hunter, you don't know what you've been missing!

# HUNTER

*"First over the Bars"*



Turn on any other TV set first...



then turn on a Crosley...



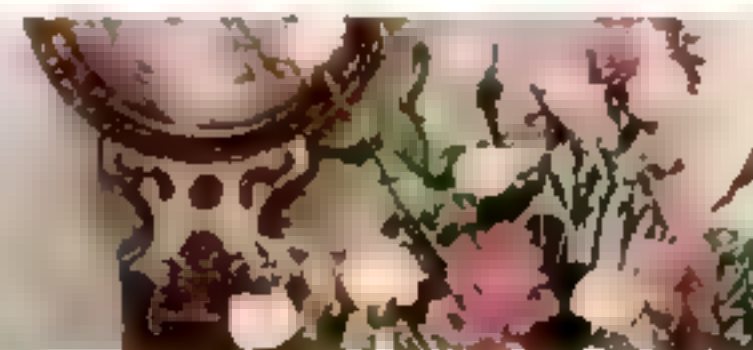
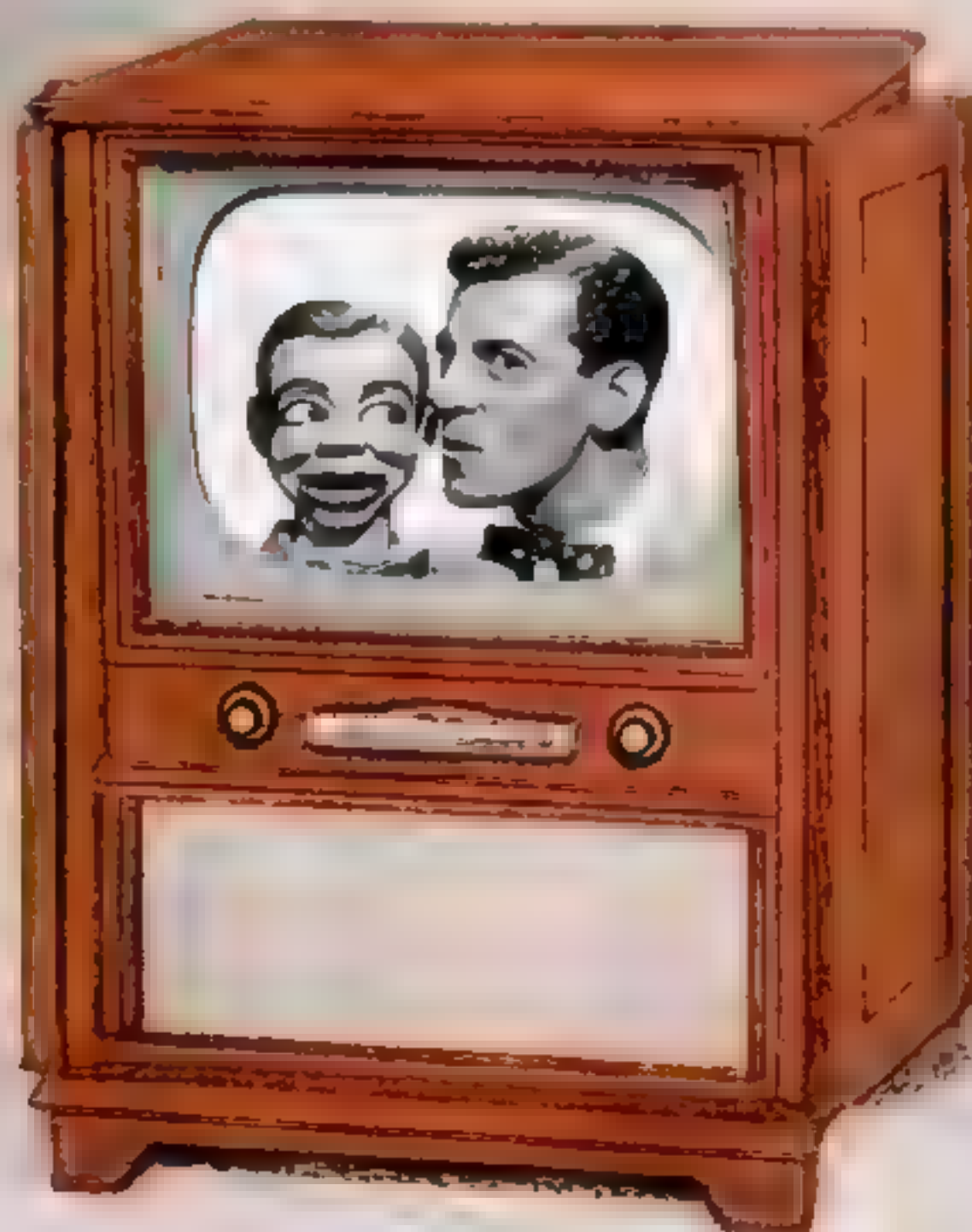
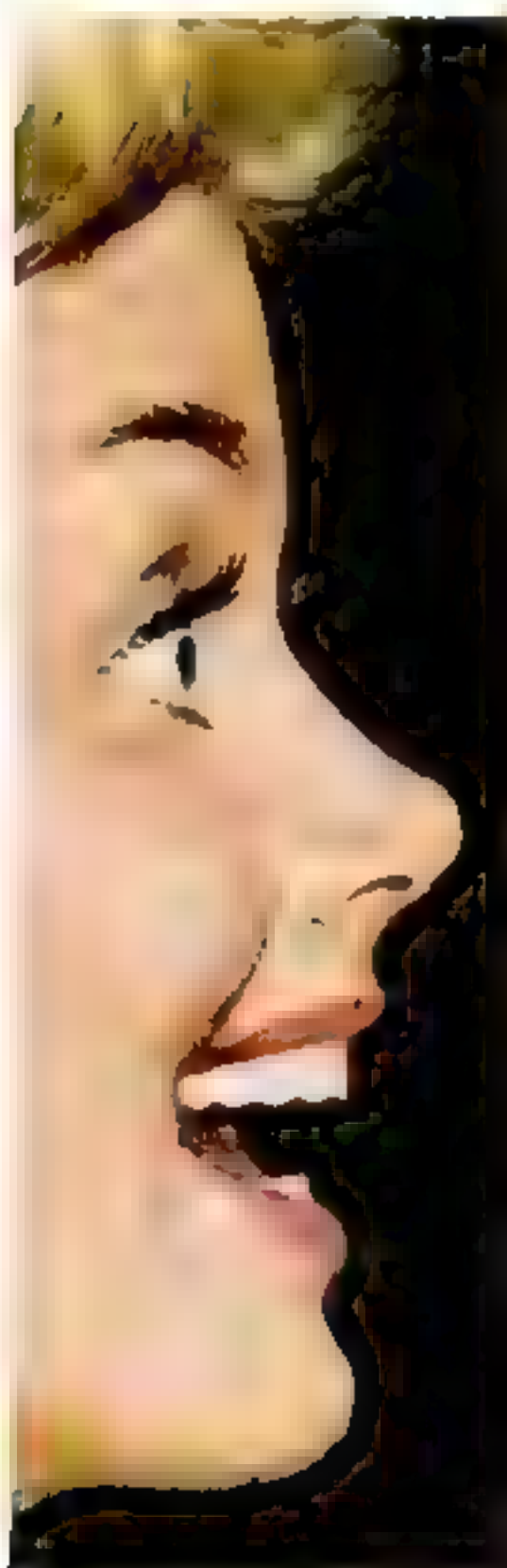
This simple side-by-side test  
will convince you

You can see it

**BETTER**

on a <sup>53</sup>**CROSLEY**

The George Arliss II, below, has a huge 21-inch picture tube. Cabinet is lustrous mahogany veneer. You can own it for as low as \$4.36 a week.



**10 REASONS WHY YOU CAN  
SEE IT BETTER ON A CROSLEY TV**

- All channels Built-in UHF optional
- Sharp, clear image No disturbing patterns
- Always in focus right to edges of screen
- Interference virtually eliminated No fade
- Greater picture pulling power Distant signals clear without weakening local reception
- Year's warranty covers All chassis parts—not just picture tube
- Full-room viewing See it all from any viewing angle
- Reduces service calls. Auxiliary controls in easy reach for minor adjustments
- Removable picture window Clean it your self
- Factory- and field-tested. Just plug in

—all backed by Crosley's 30 years' experience in electronics

**17** inch sets start at **\$199<sup>95</sup>\***

**21** inch sets start at **\$259<sup>95</sup>\***

Crosley prices include Federal Tax, full-year warranty on chassis parts and picture tube.

Division



Cincinnati 25, Ohio

**ALL OF CROSLEY'S 19 MODELS IN RICH WOOD CABINETS—NOT METAL, NOT PLASTIC**

\* Suggested list price

In Canada—Manufactured and sold by Crosley Radio and Television Ltd., Toronto, Canada





**HARVESTING VIRUSES,** Violet Pedersen breaks an egg, removes virus-filled embryo. Some viruses will be put in other eggs, rest used for tests.



**COLLECTING VACCINE,** Dr. Manuel Roca-Garcia sucks fluid into pipette. Embryo and viruses have been ground in Waring blender.



**GIVING VACCINE,** Dr. Victor J. Cabasso puts liquid collected at left down chimp's throat. Chimp will develop antibodies by 14 days.



**TESTING IMMUNITY** of a vaccinated chimp, scientist draws sample of blood. The blood will be mixed with lethal polio viruses and injected into mice to see if the antibodies will kill the viruses as they should. Many such tests must be run before scientists will dare to try vaccine on human volunteers.

For a FRESH  
Dry Martini  
every time



get  
HEUBLEIN'S  
*Ready-to-Serve*  
COCKTAILS



Just Stir  
with Ice  
and Serve



Heublein's Ready-to-Serve Extra Dry Martinis are expertly prepared with gin and dry vermouth selected for their special excellence in Martinis. You simply stir with ice and serve a fresh Martini every time. No mess, no bother. The prices of Heublein's Ready-to-Serve Cocktails will surprise you pleasantly.



8 Favorite Varieties: EXTRA DRY MARTINI, 65 proof • GIBSON (very, very dry Martini), 75 proof  
MANHATTAN, 65 proof • DAIQUIRI, 60 proof • SIDE CAR, 60 proof • WHISKEY SOUR, 60 proof  
OLD FASHIONED, 70 proof • STINGER, 60 proof • G. F. Heublein & Co., Inc., Hartford 1, Conn.





## THE AMERICAN ROAD—XI

# Their future is at our fingertips

The event is so simple. Each of us, standing alone in a little curtained booth, with a finger poised over the fateful little levers, or marking a choice with a stubby pencil, is deciding the fate of our children. This is a wonderful and private moment—a moment of tension, close to prayer.

The results are enormous. On a star-spangled evening the votes are counted. Then the consequences of that simple act boom out to the waiting millions around the world, and ripple on down the years, as John Adams said, "from this time forward forevermore."

The future is being born.

No American wants to be left out, in a time of decision. And no greater decision is ever made. This year, as always, the great question will be: *was it by a true majority of the votes of all the people?* Or did half the voters stay home, to let the future be decided by the other half?

The American who carefully studies the issues and prayerfully casts his vote has done something more than his duty. He has used the only weapon he has, to preserve the freedoms of his time for the generations to come, for the children to whom the future belongs.

Those small happy innocents, stumbling toward the sunlight and the shadow of the world their fathers made, must someday carry the whole fearful load of our times.

They will need the kind of United States that Lincoln hoped for on the last afternoon of his life: "A union of hearts and hands, as well as of states."

That kind of unity, of hearts and hands joined together in peaceful purpose, is forged in the heat of the election campaign, and tempered in the cold decision of the adding machines that total up the will of the majority.

This unity is the true American Road. It depends on the pathway to the polls.

### Ford Motor Company

FORD • LINCOLN • MERCURY CARS • FORD TRUCKS AND TRACTORS







ARE YOU REALLY  
SURE  
OF YOUR PRESENT  
DEODORANT?  
TEST IT UNDER  
THIS ARM.

NOW TRY FRESH  
UNDER THIS ARM  
SEE WHICH CHECKS  
PERSPIRATION,  
PREVENTS ODOR  
BETTER.

"Po onais" . . . lavish ball gown by Carrie Munn. Dependable deodorant protection by FRESH.

## YOU CAN BE LOVELY TO LOVE *Always and Always*

Soft candlelight . . . sweet music in your heart and his . . . and his kisses are yours . . . always. For such precious moments . . . make sure you'll never offend. Trust FRESH Cream Deodorant . . . so many smart women do.

For when you use FRESH daily, you get both continuous and special protection in moments of emotion and exertion. Because the amazing "moisture control" formula in FRESH gives you that special protection you need in perspiration emergencies. No other deodorant has ever made you this promise.



11 times surer than ordinary soap! Gentle FRESH Deodorant Bath Soap removes up to 95% of skin bacteria that cause perspiration odors! Delicate fragrance! Use daily to keep bath-fresh all day.



Also manufactured and distributed in Canada





EAST BRONX VOTERS—A STOREKEEPER (RIGHT), HOUSEWIVES AND OTHER CONSTITUENTS—CROWD INTO THEIR CONGRESSMAN'S OFFICE WITH PROBLEMS LARGE AND SMALL

# Melting Pot Politics

ITS PRACTITIONERS IN THE EAST BRONX WORK AT THEIR PROFESSION  
AMIDST THE BIG-CITY PROBLEMS OF RACIAL TENSION AND RADICALISM

PHOTOGRAPHED FOR LIFE BY CORNELL CAPA

The scene above takes place, with only minor variations, every Monday night at the little office of Congressman Isidore Dollinger of New York City's East Bronx. Congressman Dollinger is never too busy on a Monday night to sit and listen to the complaints and hopes of his voters. He cannot afford to be too busy, for his is the kind of U.S. big-city voting district where politics is played under a peculiar combination of the old rules of personal favors and the new rules of social revolution. The district is 1) poor; 2) polyglot; 3) rundown, in being full of old firetrap tenements; 4) modern, in having some new public housing; and 5) above all, a district where the greatest problem of all

northern cities comes to focus. It is the place where Harlem spills over into the white neighborhoods, the new kind of melting pot where in addition to immigrant meeting America, Negro meets white.

The boxes in Congressman Dollinger's office contain franked envelopes in which, last week, he mailed out voting records to help re-elect him. (They show that the congressman, as he had better be, is for civil rights, slum clearance and public housing.) But more important is the matter of the congressman's personal contacts. He himself is a Jew. His male secretary is a Negro. His woman secretary is a Puerto Rican. Thus they represent the three big population

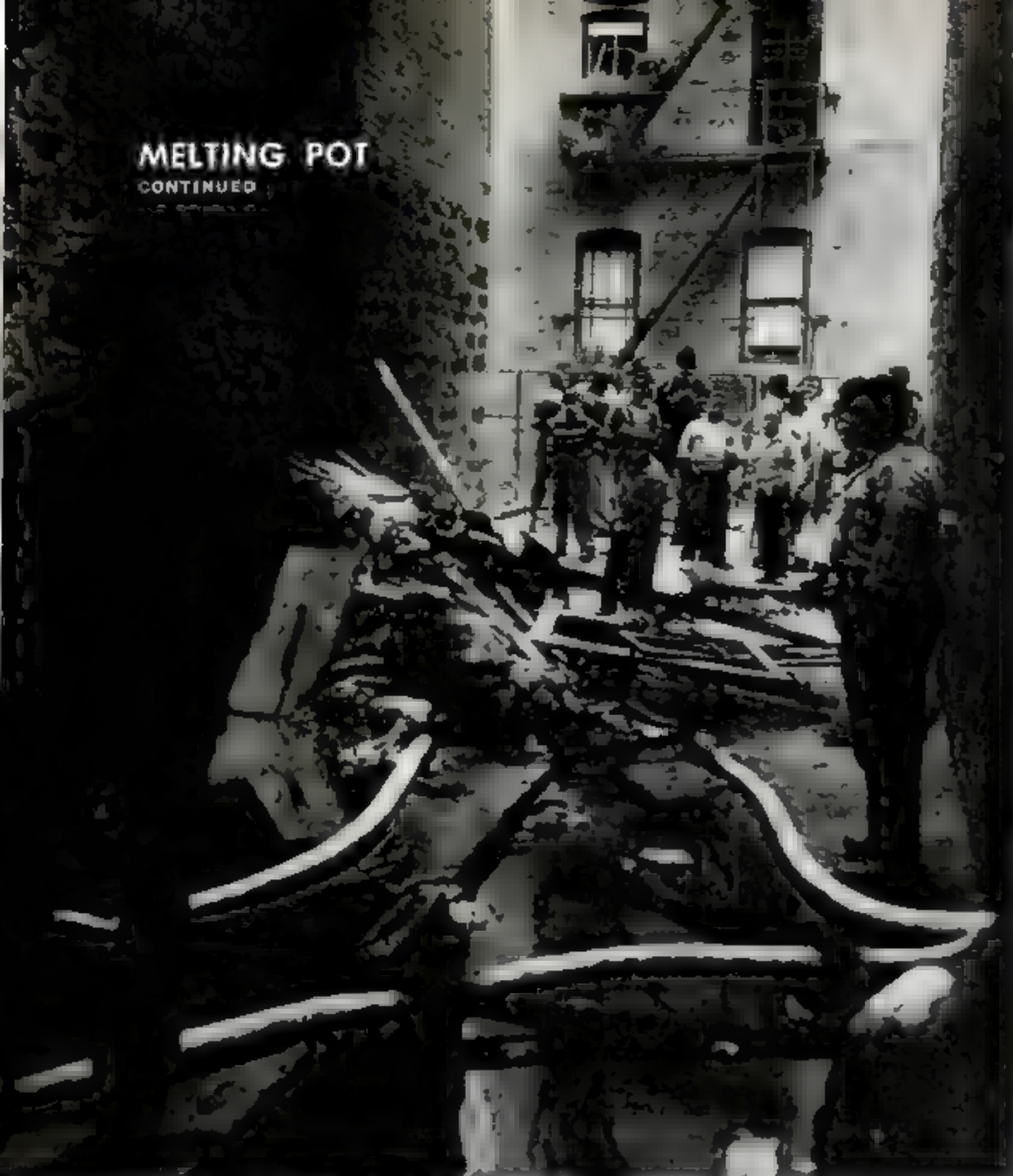
"blocs" of the district. And while people may or may not vote as nationality and religious "blocs," politicians always act as if they do.

It need hardly be added that Congressman Dollinger is a Democrat, as is his district. It is in the cities—and especially among the poorer classes and minority groups of the cities—that the Democrats have had their biggest successes in recent years. And since the U.S. is becoming more and more a big-city nation, Congressman Dollinger's district is a place where the future historians—of politics and social progress alike—will look for a significant key both to the politics and social progress of the U.S. in the last half of the 20th Century.



## MELTING POT

CONTINUED



**THE FIRE IS JUST OVER** and debris and hoses are only sign left of quick blaze in the basement apartment at left. But in building lies dead body of a baby girl.



**ACROSS THE STREET** a crowd has quickly gathered to learn what happened. A white fireman pulls in the hose. A Negro policeman holds back spectators. The

# FIRE, DEATH—AND HELPFUL NEIGHBORS

As fires go in the Seventh Assembly District, part of Congressman Dollinger's constituency, this one was hardly worth mentioning. It broke out, cause unknown, at 5 o'clock of a fall afternoon. It crept through the furnishings of a basement flat where a Negro family of seven lived. It made a little smoke, and that was all. Firemen, who are used to such calls—they answered seven in the same block within a year—had no trouble putting it out. The whole thing took no more than a quarter of an hour.

The only thing was that when all the smoke cleared away a 7-month-old baby girl lay dead in the basement, suffocated while helpless in

her bed. Her mother was away, working as a servant as she has had to do ever since her husband walked out on her. The other children were working or playing. Helen, 16, who was in charge of the house, had to step out a moment to do the shopping. So now a child was dead and a family's possessions wiped out. It was one of those things that are bound to happen with statistical predictability, yet always so unexpectedly, quickly and sadly, where people live too crowded together with too little money.

At this point two significant things happened. One was of mostly sociological interest.

It was a white family, the Isidore Finkelsteins upstairs, that came to the help of the burned-out Negroes. This is something that is happening more and more in mixed districts, although there are also contrary incidents of serious racial tension and dislike.

The other thing was political. The Finkelsteins are Democrats. Naturally they took the family to the Democratic party at the local level, the district Jackson Democratic Club. The Democrats provided clothing and the promise of relief checks. The Democrats, who hold districts like these, can do favors and every favor they do helps them hold the district.



**SEARCH FOR HELP** takes fire victims to Jackson Democratic Club where the Daniels family and neighbor talk with Mildred McCallrey, district co-leader.



**THE DEMOCRATS COME THROUGH** with collection of clothing for the family. Handing it to the fire victim are Mrs. McCallrey and her co-leader Harry Cook.





white boys in foreground look up to Negro boy who has more information on fire. Buildings here were once good middle-class apartments, now going downhill.



**DEAD GIRL'S BROTHER** (left) Emory, 12, chats disconsolately with his friends. Returning from play, he found baby dead and family possessions burned up.



**FIRE'S AFTERMATH** finds the burned-out family living comfortably with their good neighbor until their own apartment can be repaired. They now have a roof

over their heads—clothes donated by the Democrats and a cash collection from neighborhood. Emory's mood is in marked contrast to that in photo at top right.





**\$12.7 MILLION HOUSING PROJECT** rises in lonely magnificence from the otherwise desolate land around Bronx River. Subsidized by city and state to tune

of \$415,611 a year, it houses 810 white and 430 Negro families who pay an average rent of \$48 a month for well kept apartments and playgrounds.

## BIG PROJECTS, SMALL FAVORS

Both parties in New York have tried to do something about areas like the Seventh. The biggest thing they have done—Democratic city administration and Republican state administration together—is in the field of public housing. One settlement has already been built in the Seventh (*left*), another is starting (*below*). Public housing may or may not be financially feasible; it may or may not be the answer to the slums. But at least it is being tried.

One goal is to have mixed occupancy in the new housing, lest all whites move out of the district, leaving the Negroes a hopeless ghetto. There seems to be room for hope. When the Negroes began moving into the area 12 years ago there was sometimes open warfare in the streets. Today, thanks to political, business and civic leaders of both colors, the Seventh contains remarkable examples of cooperation.

The ward politicians have helped a great deal. They still practice their ancient arts (*opposite page*). But they know a political advantage lies in working on a higher level than the traditional turkeys-and-tots at Christmas to improve the district and keep it peaceful.



**NEW HOUSING PROJECT**, now in model stage, will replace the slum buildings at rear. It will cost about \$18 million. Leaders concerned with project are, from left, New York City Housing Chairman Philip J. Cruise, State Housing

Commissioner Herman T. Suchman, City Tax Commissioner William E. Boyland, State Supreme Court Justice Martin M. Frank, Water Commissioner Herman Forster, Civic Leader Philip Michaels and Social Worker George Gregory Jr.





↑ **DEMOCRATIC FAVOR** is done by veteran Assemblyman Louis Peck for tenants whose landlords want to raise their rents. He agreed to be their lawyer without fee.

↓ **DEMOCRATIC SIGNS** dominate cluttered sidewalk scene. Most of the children growing up in neighborhood are geared to Democratic party practically from the crib on.



**URGENT PHONE CALL** is made by Democrat Boss Cook for some of his voters. For effect of the call, see photo below.



**GOOD NEWS** is given to the voters by Cook. He refused to tell LEE what the call was about. "Private, you know."





**WEEKLY REPUBLICAN MEETING** opens with singing of *Star Spangled Banner* by the 86 faithful present. Meetings are more social than political; the Republicans feel they may as well enjoy themselves while losing. Rest of week clubhouse is deserted except for a few men playing cards.

## MELTING POT POLITICS CONTINUED



**G.O.P. HIGH COMMAND**, like the Democratic, represents colors, nationalities and creeds—all the voting "blocs". Standing is Abraham Levy, district leader for 13 years without a victory.

## A QUIET G.O.P., ACTIVE RADICALS

Except for the Democrats, no other party ever has much hope of winning in the Seventh Assembly District. The Republicans have to keep trying because their big job is to minimize the big-city Democratic vote so that Republican upstate New York can prevail. (Just north of the Bronx the G.O.P. is in full command.) The noisy, left-wing American Labor party this year has a candidate (*below*) who pays for his own sound truck. The splinter Liberal party has a candidate (*right*) who carries his own billboard.

Districts like this, however, contain a lot of dynamite. It sent an American Labor party candidate to Congress in 1948. He might be there yet had he not voted against the Marshall Plan, beloved by the Jews in the East Bronx. Indeed the A.L.P., as left-wing as a party can get without wearing the Communist label, usually runs pretty strong. And in 1948 Henry Wallace captured 27% of the vote in the district. The new radicalism in the U.S., once a matter of agrarian or Populist movements or of mill towns, now centers in just such troubled urban areas as this.




**LEFT-WING APPEAL** comes from Howard Fast, in sleeveless sweater, the pro-Communist novelist running on American Labor Party ticket. Crowd was mostly attracted by young lady on truck, who sang Hebrew folk song and Irish lullaby.

**LIBERAL'S CANDIDATE** is salesman Johnson. The party he represents, led by garment workers union, has numerous hightbrows who like to think of holding balance of power. It puts up top candidates but disdains working on lower level.



EXIT STAIRWAY ONLY  
USE OTHER STAIRWAY  
FOR PASSENGERS

LIBERAL PARTY

BE LIKE ME  
VOTE ROW   
ELECT A. B.  
THATS ME!

*Elect*  
**JOHNSON**  
ALFONSO B.  
ASSEMBLY 7<sup>TH</sup> D



# How would you put a glass of



**JAMES HILTON** would have won fame with any one of a number of novels such as *Goodbye, Mr. Chips*; *Random Harvest*, or *Morning Journey*. Best known, however, is *Lost Horizon*, his imaginary portrayal of Tibet. The Potala lamasery shown above was photographed by Lowell Thomas Jr., one of the few who have penetrated forbidden Tibetan territory.



# Ballantine Ale into words?

Here, James Hilton, who put "Shangri-La" in the dictionary, has a try at it...

James Hilton

I first tasted Ballantine Ale on a mountain.

We had left a few bottles hidden in the first snow on the way up, and when we came down they were treasure trove - deliciously iced and full of the flavor of fellowship and happy hours.

Since then I have enjoyed Ballantine Ale and offered it to friends on many far different occasions - lower in altitude, but just as high in satisfaction. For Ballantine is a good drink at all levels - and by a good drink, I mean that I've always found it thirst-quenching, smooth and comfortable, kind to the senses and nourishing to the memory.

*James Hilton*



More people  
like it...

More people  
buy it...

than any  
other ale...

...by Four  
to One!

# BALLANTINE



Since 1840

# ALE

Ballantine & Sons, Newark, N. J.



Enjoy Perfume~  
this New Way



*Friendship's Garden*  
**LIQUID PETALS**  
Cream Perfume

1.25  
3 1/4 oz

If you want lovely fragrance that will truly last . . . use Liquid Petals. This new treasure is perfume in *cream* form. You put it on just as you would any perfume. It melts instantly into the skin . . . and lasts so much longer. Keeps you perfumed with the romantic fragrance of Friendship's Garden all day long.

*Also in gift sets: with Stick Cologne 2.25,  
with Stick Cologne and Toilet Water 3.50*  
Prices plus tax

At leading department and drug stores

*Shulton*  
New York      Toronto





**RECITING THE ROSARY**, faithful of all ages stand or kneel on outfield turf to say their beads. At least three-fourths of the crowd brought their own rosaries.

## ROSARY RALLY

### New York joins priest's drive for family prayer

For 10 years Father Patrick Peyton, a big, Irish-born priest who was ordained in the U.S., has been preaching and traveling about the world trying to get Catholic families to recite the Rosary together every day. By persuading local dioceses to stage huge rallies (p. 196) and by promoting the motto, "The family that prays together stays together," he has won over to his cause six and a half million followers who have signed cards pledging a daily family Rosary session. Last week Father Peyton, who is a member of the Congregation of the Holy Cross, brought his crusade to New York with a mass service at the Polo Grounds.

To hear him, 75,000 people overflowed the stands and spread out over the field for the service. They sang hymns, then listened as Father Peyton said, in his soft compelling voice that still carries strong traces of a brogue, "The Rosary has the power to unite families with each other, and humble people like you are discovering this and saying the family Rosary from one end of the world to another." He also said that people of other faiths would be welcome in the movement. At the end of the meeting the huge crowd joined in a unison recital of the Rosary.

Father Peyton's campaign includes not only rallies but also TV and radio programs and thousands of posters and billboard advertisements, the latter paid for by local dioceses. Following the Polo Grounds service, 60,000 volunteers went out to distribute pledge cards among Catholic families. By the end of two days, more than 200,000 cards had been signed in the New York Archdiocese. Father Peyton's next stop: Spain.

**SPEAKING FROM ALTAR**, Father Peyton says prayer is "anchor between family and God. Many have felt Rosary was a plank when they were drowning."



CONTINUED ON NEXT PAGE



# Mobil PERMAZONE



One  
Filling  
lasts  
ALL WINTER

## PROTECT YOUR CAR NOW!

● Play it safe this year with Mobil Permazone. This approved Ethylene Glycol anti-freeze won't evaporate or boil away . . . will protect your engine and radiator against costly freeze-ups. It's odorless—guards against rust and corrosion, and one filling lasts all winter in a watertight cooling system!



## ALSO HIGH QUALITY Mobil FREEZONE

● Here's a long lasting economical anti-freeze Mobil Freezone is a balanced alcohol blend that guards against rust and corrosion—is harmless to rubber—has no objectionable odor. Protect your car today with one of these anti-freezes!

See Your  
Mobilgas Dealer

SOCONY-VACUUM OIL COMPANY INC.  
and Affiliates  
Representatives Everywhere



Rosary Rally **CONTINUED**

## MASS MEETINGS AROUND WORLD



**IN LONDON** last July 83,000 people came to Wembley Stadium and saw white-robed figures form "living Rosary" chain in the middle of the stadium.



**IN MELBOURNE** last December 80,000 Australians heard Peyton (right, in dark robe) in one of four rallies. Peyton will return to Australia in 1953.

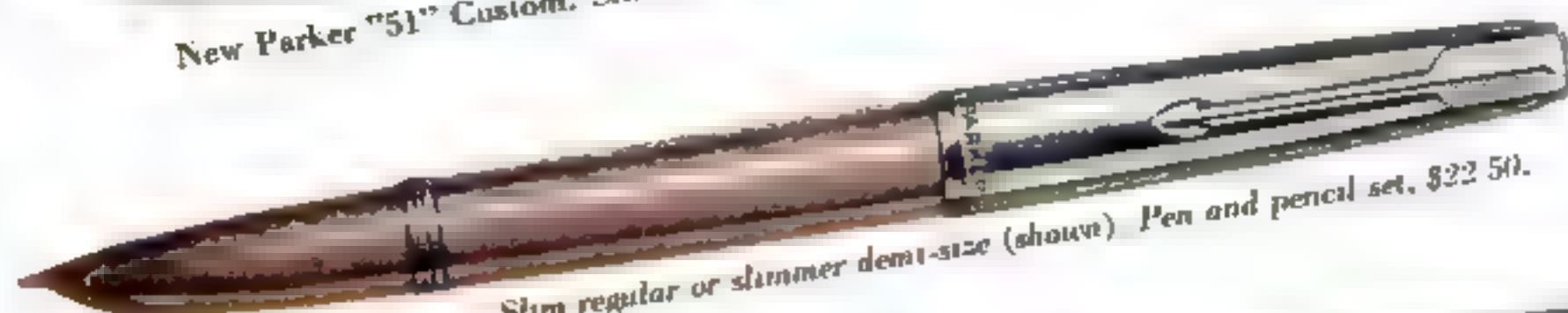


**AT POLO GROUNDS** more than 1,500 nuns, representing orders within the New York Archdiocese, sat together in three sections set aside for them.





New Parker "51" Custom. Slim regular (shown) or slimmer demi-size. Pen and pencil set, \$29.75.



New Parker "51" DeLuxe. Slim regular or slimmer demi-size (shown). Pen and pencil set, \$22.50.



New Parker "51" Special. Pen and pencil set, \$18.25.

New Parker "51" is decades ahead in design. It contains no rubber parts to fail. Both "51" and "21" Pens "write dry" with Superchrome Ink. No blotter needed. They can use any fountain pen ink.

# Why give something less? This year you can afford a *Parker!*

## NEW WIDER CHOICE OF PARKER PENS AND PRICES MAKES GIFT PROBLEMS MELT AWAY. \$3.50 TO \$19.75 AND UP.

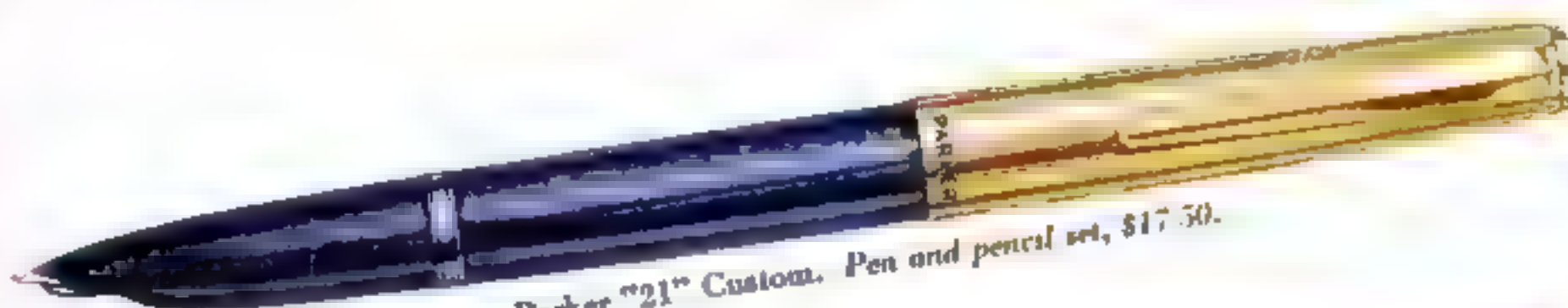
Check your list again! A world-famous Parker Pen this year costs less than many a gift which wouldn't outlast the holidays.

Beauty is a birthright of these pens—and so is the smoothest writing ever known. Poise a Parker between your thumb and finger. See how it accommodates itself to your hand. You sense

its eagerness on paper. You write relaxed as never before. There are 64 years of Parker skill behind that racing, gliding point.

Those are things your friends appreciate, too. They make a Parker the gift with the *lasting* welcome.

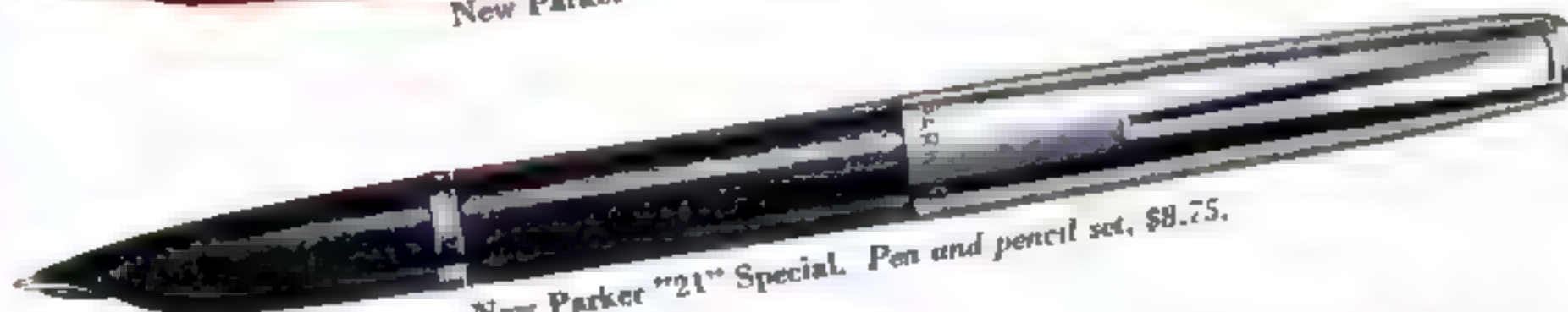
See all the newest Parkers at your dealer's now. The wide array is captained by the celebrated New Parker "51" in which even the ink reservoir has a life expectancy of 30 years. The Parker Pen Company, Janesville, Wisconsin; Toronto, Canada.



New Parker "21" Custom. Pen and pencil set, \$17.50.



New Parker "21" DeLuxe. Pen and pencil set, \$12.50.



New Parker "21" Special. Pen and pencil set, \$8.75.

**NEW PARKETTE**  
Famous for value! Hooded point, tipped with precious metal. Shiny slip-on cap. Set, \$5.75.



All Parker Pens are available with matching pencils in smartly boxed gift sets... and in a wide variety of colors and points.



**PARKER**  
PEN NAME FOR THE PERFECT GIFT





# The world agrees on "GILBEY'S PLEASE"

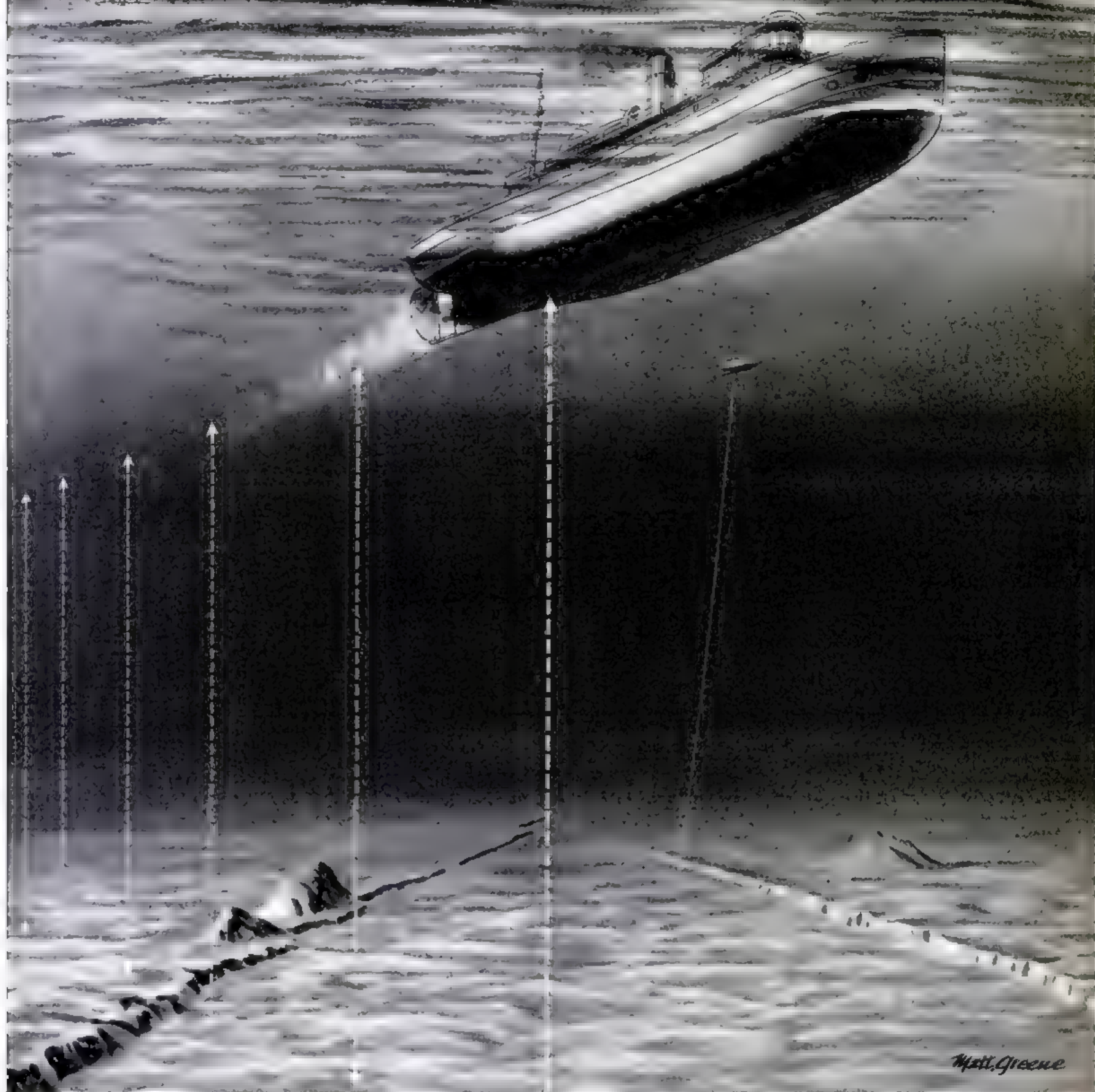
It's DRY, naturally dry... It's CLEAR,  
crystal clear... It's the RIGHT PROOF,  
90 proof, for perfect mixing... perfect taste.



Gilbey's Distilled  
London Dry Gin 90  
proof, 100% grain  
neutral spirits.  
W & A. Gilbey, Ltd.,  
Cincinnati, Ohio

THE INTERNATIONAL GIN—distilled and bottled in the United States, England, Canada, Australia, South Africa, France, Italy, Argentina, Brazil and Chile.





HOW CANYON WAS FOUND is shown in drawing. Tug made soundings (dotted arrows) by sending "beeps" from ship to bottom, measuring time

took to return. When ship crossed canyon, longer elapsed time meant sharp drop in ocean floor. Behind tug *Atlantis* lowers corer to take sample of canyon floor

# Scientists Find Mid-Ocean Canyon

EXPEDITION BRINGS BACK NEWS OF A DISCOVERY AND A LINDBERGH

The ocean-going tug *Kevin Moran* put into Hoboken recently with a crew of oceanographers and a cargo of news. To scientists, the news was the announcement that the oceanographers had discovered a great mysterious under-sea canyon. To the public, the news was the revelation that the expedition's marine biologist was Jon Lindbergh (cover and p. 142), son

of the famous flyer, who has been so carefully shielded from the public that practically no pictures of him have ever been published.

The *Kevin Moran* set out last July to explore the bottom of the eastern Atlantic. Some 900 miles at sea sounding equipment detected a drop in the ocean floor. Further soundings revealed a canyon three miles beneath the sea.

With the aid of another survey ship, the *Atlantis*, the tug traced the canyon for 800 miles. Previous soundings, made far to the north, indicate the canyon may extend as far as Greenland (p. 140). If so it would be larger than the Mississippi River system, and may have been etched by deep currents laden with silt carried to the sea by the glaciers of the last ice age.



# Better Than Beer?



© R. G. A.

**That depends on your taste!**

At Carling's we brew both beer and ale—and each is mighty popular. But more and more people are telling us Carling's Red Cap Ale gives them more pleasure than any beer they ever tasted. They say it's light and

dry as the smoothest beer, yet with that extra flavor—that "heart" which only a fine ale can provide. They call it the "light-hearted" ale.

Tonight, why not try it yourself? See whether you are one of those who find Carling's Red Cap Ale tastes even better than beer!

**BETTER THAN BEER? TRY CARLING'S RED CAP ALE AND SEE!**

**The New KENMAR contoured RECLINING CHAIRS**

Upright Position

Pat. No. 2,664,141  
Pat. No. 2,166,818

**... FOR YOUR HEALTH AND COMFORT**

Beautifully designed to cradle and support the entire body—reclines to any position, sitting... lounging... sleeping.

Depending on Style and Fabric  
at \$79.50 to \$169.50

Reclined

Write for FREE Catalog No. 13 • Kenmar Mfg. Co. • East Palestine, Ohio  
MADE IN CANADA by NEVER-SAG UPH., TORONTO and OMOH LTD., MONTREAL

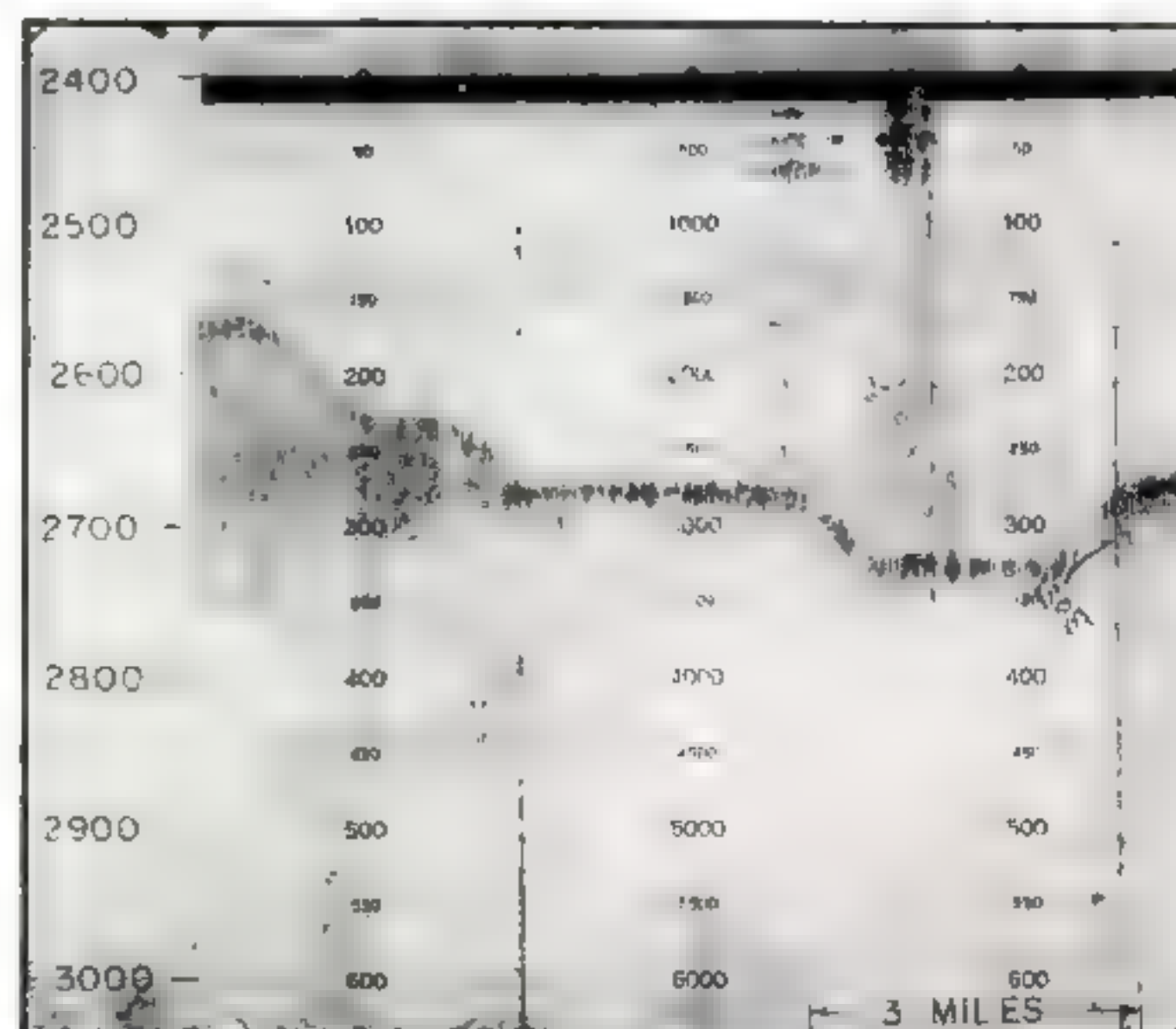
## MID-OCEAN CANYON CONTINUED



**THE CANYON'S PATH** is shown above. Solid line traces section mapped by the *Kevin Moran*. Line of heavy dots, based on many previous soundings, indicates its probable northward path. Fine dotted lines running up both sides of Greenland show hypothetical extension based on scattered soundings.



**OVER THE CANYON**, oceanographers of *Kevin Moran* throw line to *Atlantis* (left) to exchange supplies as the ships meet for mid-ocean rendezvous.



**CANYON IS DETECTED** on a depth chart made during one of the tug's passes over it. Chart begins at foothills of mid-Atlantic ridge where water is less than 2,600 fathoms deep (left). Tracings show how bottom leveled off at 2,700 fathoms (center), dropped abruptly when tug crossed canyon (right).

CONTINUED ON PAGE 142



# *Leadership demands constant achievement*

**AIR ATTACK!** This alarm could be sounded in the U. S.—tonight, tomorrow, any time! If it is, then time will be priceless—every moment vital.

The U. S. Air Force is ready to answer any alarm. It has protective squadrons of Lockheed Starfire interceptors\* on 24-hour alert to climb quickly to the attack, locate and knock out invading bombers in any weather, day or night.

*But first the alarm must be given. Somebody must spot the invaders.*

And there are only two ways to spot an air attack: (1) by radar, (2) with human eyes and ears. Our network of ground radar stations cannot always spot planes flying under 5,000 feet. So we badly need ground observers and plenty of them.

True, airplanes are being built to take our radar warning system off the ground. For this job Lockheed is right now producing WV-2 Early Warning Constellations with 360-degree radar. These powerful, long-range planes will greatly extend radar's range at high altitudes.

Also the Navy has many Lockheed P2V Neptunes on antisubmarine patrol day and night. Their "eyes" guard against air attack too.

But we still need 500,000 civilian observers to fill the low-level radar gaps. 200,000 volunteers already wear the silver wings of the Ground Observer Corps. 300,000 more are needed—patriotic men and women who will donate just a few hours each week to the security of the U.S. and themselves. Call your Civilian Defense Office. Or send a postcard to Ground Observer Corps, U. S. Air Force, Washington 25, D. C.

## **LOCKHEED** AIRCRAFT CORPORATION

BURBANK, CALIFORNIA, AND MARETTA, GEORGIA

**AIR  
DEFENSE  
FROM  
THE  
GROUND  
UP**



\*Lockheed Starfire

*Look to  
Lockheed for Leadership*



**RC makes you  
feel like NEW!**

Yes, and RC  
is best by  
taste-test, too!

Always two  
full glasses  
in the  
EIG bottle.

Enjoy a  
refreshing  
RC today

**ROYAL CROWN  
COLA**  
Best by taste-test

Guaranteed by  
Good Housekeeping



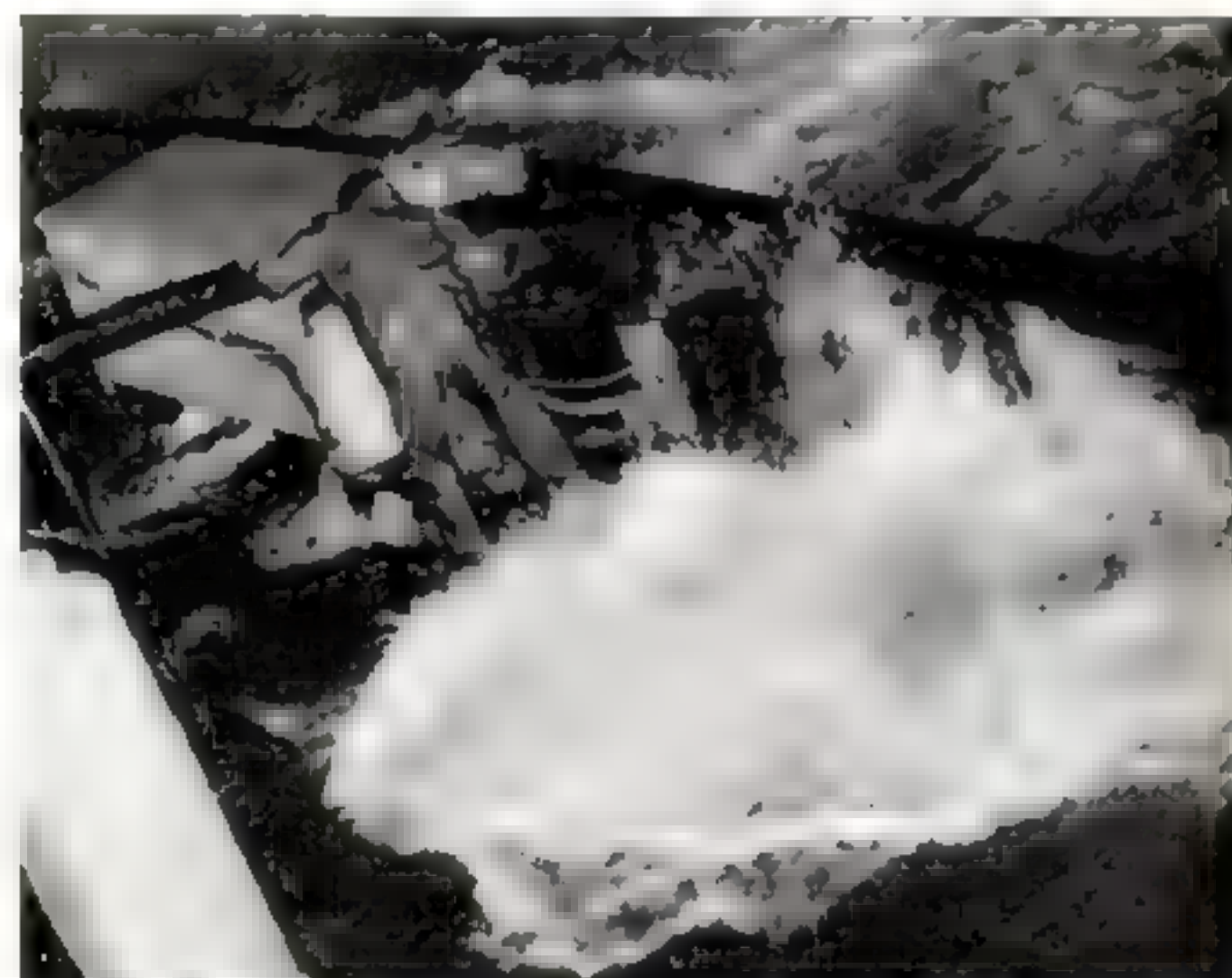
# MID-OCEAN CANYON CONTINUED



DEEP-SEA NET to catch fish samples is prepared by Jim Lindberg (center), Maurice Ewing (left) and Donald Spurr (right), who is 20, is a junior at Stanford University majoring in biology.



DIRECTOR of the expedition, Dr. Maurice Ewing of Columbia University, checks charts at Hoboken.



FLASHING DOWN POWER LOCKER, filled with TNT charges, used for sonar. Lindberg, Ewing and Spurr struggle during storm.

**FREE!**  
FOR YOUR YOUNGSTERS

**SYLVANIA  
BUCK ROGERS  
SPACE RANGER  
KIT**

HERE'S WHAT  
THE KIDS GET!

Buck Rogers Space Ranger Helmet • Ranger Mask • Strato-power Space Ship • Super Sonic Rocket Launcher • Atomic Rocket • Two Interplanetary Space Phones • Flying Saucer Disintegrator • Eight Flying Saucers • Chronoscopic Space Compass • "Rocket Pilot" Pendant • "Radar Operator" Pendant • Space Ranger Badge • Membership Card • Martian Dynagator Target • Standing Figures of Buck, Wilma, Space Rangers & Martians.

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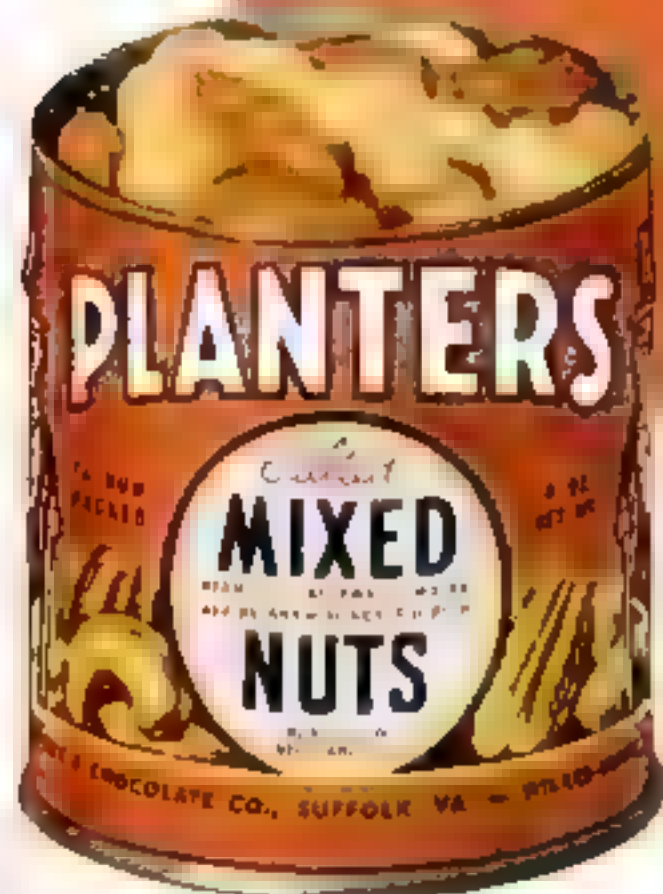


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# MYSTERY MAN OF ISLAM SPEAKS

In exclusive talk, mufti defends  
tie to Hitler and record on Jews

by JAMES BELL

*The name of Haj Amin el Hussein, usually called the Mufti of Jerusalem, has been associated with assassination, riot, revolt and wars, both civil and religious, all through the Near and Middle East. As a Moslem leader, his activities have always been shrouded by the miasma of intrigue behind which he prefers to operate and he rarely talks to Western newspapermen. On Oct. 7, however, after trying for 18 months, LIFE Correspondent James Bell got the face-to-face interview he reports in this article.*

**O**UR meeting had been canceled once. Now we drove for an hour in a damp rolling fog along narrow roads high in the mountains of Lebanon. It was nearly dark before we eased down a dirt trail and came to a stop before an iron gate.

We got out of the car in which we had driven from Beirut and went down a steep path toward two guard tents. Beyond them a big stone house rose out of the evening gloom. We saw no light and no sign of life, but as we drew close a sullen man wearing a tarboosh and hugging the wall became dimly visible. He grunted something to us, and my guide-interpreter answered him. The two of them spoke briefly in low voices and the guard led us around to the front of the silent house.

After crossing a porch which faced the sea, totally obscured by fog, we entered a small whitewashed reception room just as a single naked electric bulb in the ceiling went on. We were waved to cheap wood and straw damascus chairs at the end of the room. We sat waiting silently and watched wisps of fog float past the open door. The man in the tarboosh sat too and eyed us glumly.

Then from the next room came a tall, handsome, gray-haired man wearing a sports jacket. He greeted us pleasantly in English. His name was Haider el Hussein, the mufti's son-in-law. "He'll be here in just a moment,"

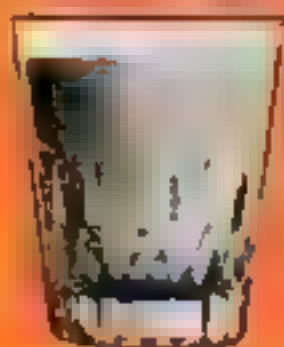
← MUFTI TAKES A MORNING WALK IN HIS GARDEN



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ARAB GUARDS hover protectively around the mufti wherever he goes. Here two of them (left) stand watch outside the gate of his residence in Cairo.

#### MUFTI SPEAKS CONTINUED

El Husseini said, and we talked of Jerusalem while we waited. The man in the tarboosh slid from the room.

Presently "he" swept into the room. The guide kissed his hand, then touched it with his forehead. Haj Amin el Husseini welcomed us to his summer residence (he spends the winter months in suburban Cairo) and took a seat in one of the damascus chairs. He wore the black flowing robes of a Moslem religious leader. The outer robe was piped with gold. His head was topped by a special tarboosh wrapped in a gleaming white turban, his shoes were patent leather with patent-leather strings. He was small in height but he had the chest, shoulders and hands of a middleweight wrestler. His face was that of a jolly elf. His blue eyes twinkled above his smiling mouth. His close-clipped beard, once sandy colored, was now almost uniformly gray. He was one of the most kindly, gentle-appearing men I have ever seen.

But I knew this was Haj Amin el Husseini, the former Mufti of Jerusalem and the most fabulous and feared of Middle East killers.

Now in his late 50s, foxy Haj Amin is the offspring of one of Jerusalem's best Arab families. He was educated in Turkish schools and spent one year at Al Ahzar, Cairo's famed Moslem University. He hardly had time to make the pilgrimage to Mecca before World War I broke out. He served as an officer in the Turkish army against the British-sponsored revolt in the desert, but when the British won he made peace with them and became a customs official, then did a short stint as a teacher. In 1920 a British court sentenced him to 10 years in prison for instigating anti-Jewish revolts. A year later Sir Herbert Samuel, a Jew who was then British High Commissioner in Palestine, was instrumental in getting a pardon for him and later helped him get the position of Mufti of Jerusalem, or interpreter of religious laws, and president of the Moslem Supreme Council, or administrative head of the Arab religious community in Palestine. He thereby gained control of the religious community's funds. With this power in his hand, Haj Amin became the autocratic ruler of the Jerusalem Arabs. He promptly and ruthlessly wiped out all opposition, never hesitating to kill when he considered killing necessary.

As mufti he became a fanatic enemy of the Jews and of the British who had helped build a Jewish homeland in Palestine. Then World War II began and Haj Amin saw his chance to strike while Hitler appeared to be crushing Britain. He instigated terrorism in Jerusalem. The British drove him from the city. He fled to Lebanon, then appeared in Bagdad, where he worked effectively behind the scenes in the anti-British revolt in Iraq in 1941. The British drove him to Iran. While the British and the Russians moved into Iran, Haj Amin escaped to Europe and headed straight for Berlin. From there he broadcast to Arabs and helped organize Croat and other Moslems against Tito. After the war he escaped to France, and then to Egypt where in 1946 King Farouk gave him sanctuary and a pension, which is continued under the regime of General Naguib. During the Palestine war the mufti's holy fighters terrorized Jews, blew up houses and killed many people; but they were no more effective than the rest of the Arab forces.

This was the Haj Amin who now sat across from me, sipping sweet Turkish coffee and looking angelic.

CONTINUED ON PAGE 147



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**TROOPS TO FIGHT THE JEWS** are reviewed by mufti after reception given in Cairo in 1947. Mufti was one of the leaders of war against the Israelis.

### MUFTI SPEAKS CONTINUED

We talked in English. The mufti said he expected to return to Jerusalem one day "because injustice never prevails. Justice always gains the upper hand." I asked him when he expected to return. He smiled and said it depended on many factors. For one thing there was the problem of achieving Arab unity. "Small nations no longer have a chance of survival," he said. Just now imperialism and imperialist powers were standing in the way of Arab unity, but he was sure the people's demand for it would one day overcome these difficulties. Did he think it would be men like Egypt's General Naguib who would lead the Arabs to unity? He pondered, then said, "Yes, I do."

Suddenly the mufti excused himself and went into the next room to say his evening prayers. Soon he was back and we continued our conversation. The mufti handled the small talk in English. But when I brought up a serious subject, he spoke Arabic, which was interpreted by his son-in-law.

I mentioned the fact that the Arab refugees driven out of Palestine by the Israelis were preparing to begin their fifth winter in exile. Must there be a sixth, a seventh, a tenth? Was there no end in view?

"A good question," he said smiling. He leaned forward, and his powerful hands and forearms partially belied his otherwise gentle appearance. His voice was low and pleasant. "I would like to reverse the question. Ask Britain and America the same question, because I, like all the Arabs, want the refugees to go back to their homes."

Britain and the U.S., he continued, connived with the Jews to keep the Palestinians—the term he invariably used for the Arab refugees—from returning to the farms and homes which had belonged to them since biblical days. He pointed out that a U.N. General Assembly resolution had called for the Palestinians to be allowed to return. But it was ignored.

"The right of man to his private property is sacred," the mufti said. "This has been confirmed in the U.N. and the right has been respected everywhere. When Germany occupied France she didn't infringe on private property. Now the Allies occupy Germany and they respect this right. Yet today in Palestine the situation is different. Let's reverse the situation. Suppose some Arab state drove the Jews from the country and laid its hands on Jewish property. What would be the attitude of the U.N., Britain and America? Yet this is the case in Israel today. Refugees live on the border where they can see their land being tilled and their houses occupied by foreigners, while they face a fifth winter in tents. How long are Britain and America going to be silent on this question?"

I asked if there were not some kind of compromise.

"No unjust or unfair solution can be accepted. No man will accept anything in exchange for his country. There's no solution





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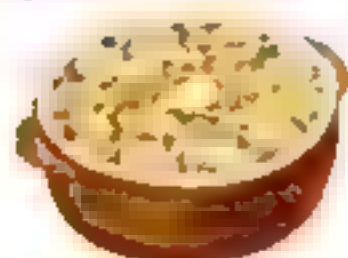


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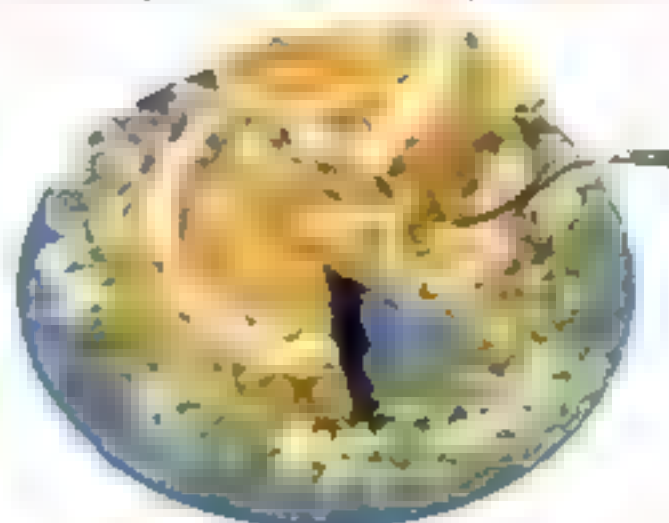
### for Variety Quick Chick VEG-ALL Casserole



Cut left over or canned chicken in fair sized pieces. Heat gravy and thicken slightly. Season to taste. Add chicken. Place in casserole. Top with small unbaked baking powder biscuits around edge of casserole. In center place contents of one can of drained Veg-All. Bake in 350° F. oven 10-12 minutes until heated and biscuits are done. Top with two slices of chicken for effect. Serve at once.

**NOTE:** Juice from Veg-All may be added to chicken gravy before thickening, if desired.

### for Variety VEG-ALL Pie Plate Salad



Dissolve 1 pkg. lemon gelatine in 1 cup hot water. Stir, add 1 cup cold water. Add 1 can drained Veg-All. Rinse 8-in. pie plate with cold water. Pour in mixture. Chill until firm, unmold and garnish. Serve in pie cuts.

### for Variety VEG-ALL Super Soup



Dice 1 onion, sauté in butter. Add 1 can Veg-All, including liquid. Heat thoroughly. Add 1 table-spoon meat extract, dissolved in the hot liquid. Add 4 cups boiling water, season as desired.

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**MUFTI AND HITLER** confer during World War II. In LIFE's interview the mufti tries to explain why he lived in Germany and helped the Nazi cause.

**MUFTI SPEAKS** CONTINUED

except the return of the Palestinians to their land and homes." He was silent a moment, then went on: "The Palestine problem seems quite simple. You say it concerns only a million and a half Palestinians. But actually it is much deeper, much more important. Palestine is a sacred place to millions of people in various parts of the world. Palestine is the deep concern of all Arabs, all Moslems."

He paused again, then said with great emphasis, "On the solution of Palestine depends the whole future relationship between the Moslem world on one side and Britain and America on the other. It is clear to all Moslems that those responsible for inserting the dagger of Israel in the body of the Arab world are not Jews alone, but also the British who worked many years to establish Israel; and unfortunately, in later years, the Americans shared the responsibility of this serious step."

"You mustn't believe there is any possibility of real, sincere, hearty cooperation between the peoples of the Moslem world on the one hand and Britain and America on the other without a just solution in Palestine. There might be some governments and some officials who, out of courtesy or private reasons, say we want to cooperate and would like to cooperate. But the people themselves will never be sincere in cooperation so long as Britain and the U.S. stick to their present policy toward Israel."

**The angelic look disappears**

**H**AJ AMIN was warming to the task. He removed his tarboosh. The effect was startling. He has only a couple of inches of forehead in front of a bald skull which slopes back steeply. His ear lobes are so close to his head they are virtually indented. Without the headgear he loses the look of angelic amiability.

He talked on, in his soft, musical Arabic. "It might occur to you to ask what change I believe necessary in the British and American policy," he said, and paused. I nodded. He smiled. "We don't ask Britain or America to undo what they have done or repair what they have spoiled. We ask only the simple and just thing. Britain and America should from now on take a neutral attitude in the conflict between Arabs and Moslems on the one hand and the Jewish world on the other. This neutrality should be military, economic and political. By this I mean Britain and America should not help us, and should not help the Jews. If Britain and the U.S. will adopt this attitude of neutrality, the Arabs and Moslems will be their friends. We are ready to forget what both have done and begin a wholehearted cooperation." He leaned back, smiled, and held out his hands. "Can you think of any more simple, just demand for friendship and real sincere cooperation?"

Then his voice hardened. "If the British and Americans do not at least take a neutral attitude," he said, "we Arabs and Moslems shall take a neutral attitude in the conflict between East and West. If Britain gave a promise to the Jews, she has long ago fulfilled it. Similarly America has given Israel an important hand. Why doesn't she now be satisfied with that much and adopt neutrality? If the British and Americans will not adopt this simple demand for neutrality, the Arab people will have every reason to believe

CONTINUED ON NEXT PAGE

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## MUFTI SPEAKS CONTINUED

that they support the Jewish ambition to uproot Arabs from the Middle East."

He paused before summing up. "In order to understand another's point of view, you must put yourself in his place. If you were an Arab, what would be your feeling toward the people supporting your enemy? Would you request anything short of neutrality?"

His eyes narrowed and he leaned forward, his pink dome glistening under the unshaded light bulb. Abruptly then he opened a new subject.

"Americans look on me as a Hitlerite because I went to Germany during the war. I believe the reasons I went are justifiable. In Palestine the English tried to capture me, to take me to a desert island. I ran away to Syria. The French tried to capture me and I went to Iraq. Later I had to go to Iran. Marshal Wavell put a 25-thousand-pound price on my head. I tried to stay in Turkey, but under British pressure the Turks wouldn't let me stay. I had to go to Europe. Where in Europe could I go? England? France? The only place was Germany. In my radio talks I never spoke against America. I used to mention Britain, but I limited myself to injustices Britain had done to the Arabs in general and Palestinians in particular. Because I did this, Americans look on me as an enemy."

Having unburdened himself, he returned to his primary argument. Why did America risk the hostility of 500 million Moslems just to please the Jews and Britain? Wouldn't it be better for America to be friends with both sides? Then she could truly be a peacemaker.

"We are not a small nation," he argued. "The Moslems number 500 millions. Such a group can't be wiped out; neither can its interests be overlooked. Isn't it in the interest of America to be friendly with such a group, regardless of humanitarianism and justice? This friendship will come with American neutrality."

What about the common assertion that the Arabs planned to drive the Jews into the sea, that in the Arab mind the only solution is a second round of fighting which would wipe out all the Jews now in Israel?

He spoke with feeling. "We don't mean at all to eliminate the Jews. Not at all. If Britain and America would stop supporting Israel now, 80% of their extremism and fanaticism would immediately disappear. Then and only then can we come to an understanding with them. When their extremism is gone we can bring about a right and just solution. No, the elimination of the Jews is not in our program. We have no idea of wiping them out. The Jews lived among us for 13 centuries as a minority and we protected them. This idea you mention is not in our thought and has never been in our history. We Moslems were always known for tolerance with minorities."

It was late and I rose to go. But first Haj Amin took me out onto the hillside yard of his summer hideaway. The stars were out now. We shook hands and my guide-interpreter and I went up the hillside path, our way lit by candles that had been placed on the rocks. As we drove away, the candles were snuffed out. It was dark and lonely once again.

What Haj Amin had said was one man's point of view. There were other powerful viewpoints to contradict his argument. But it was one shared by thousands of important and millions of unimportant people in an extremely sensitive part of the world.



**ARAB REFUGEES** from Palestine still live in tent settlements only 25 miles from their homeland. Their plight makes grist for the mufti's propaganda.



*Stephanie Koret*  
DESIGNS

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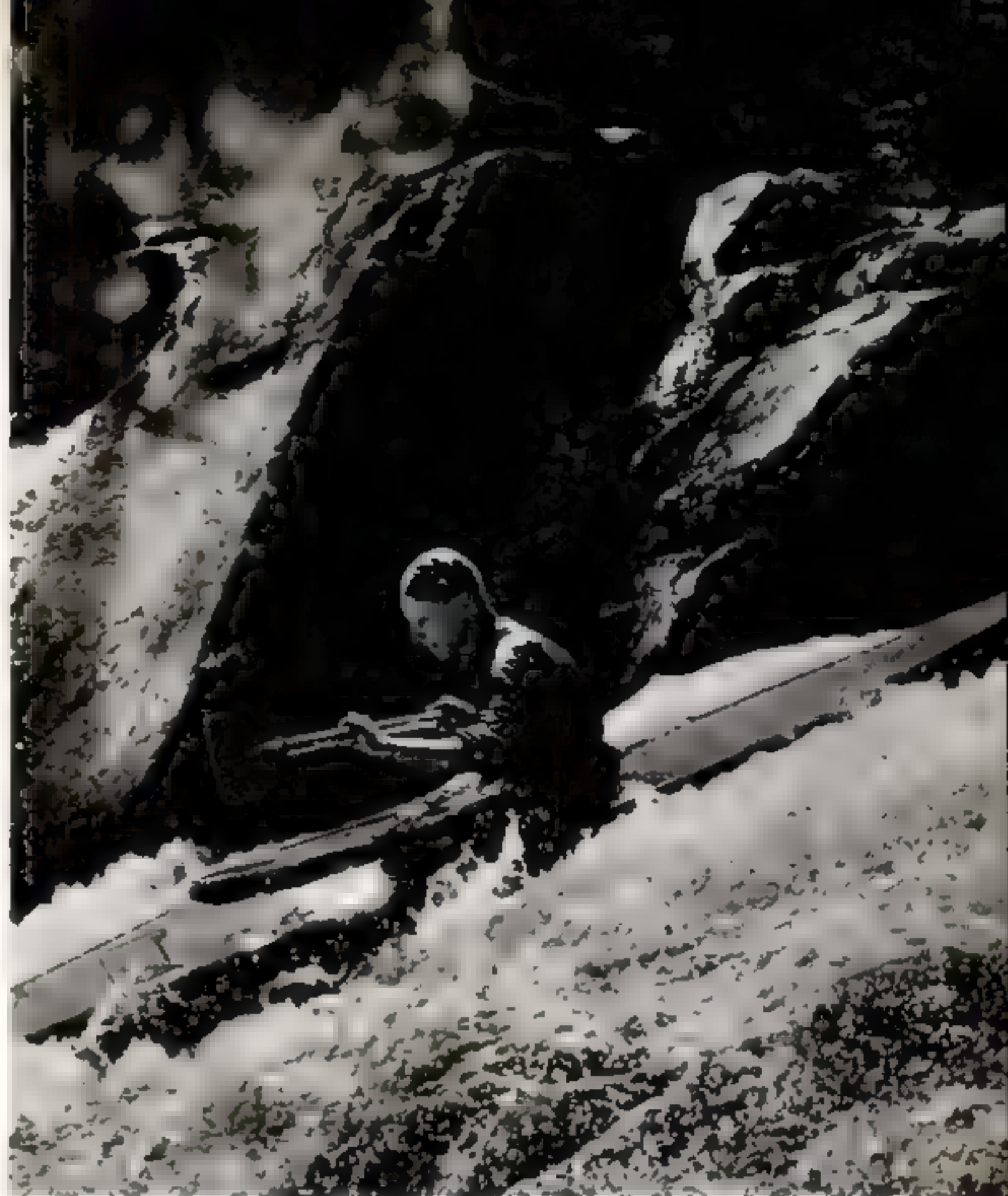
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PALL MARTEL STARTS THROUGH RAPID (ABOVE). GETS TOSSED (BELOW)

PHILIPPE MARTIN BALANCES WITH PADDLE (ABOVE) BUT TURNS OVER (BELOW)

# *Life Goes on a Rapid-Shooting Party*

FRENCH BOATMEN IN KAYAKS GET ROUGHED UP BY RAMPAGING RIVER





DESIRE HERR HITS RAPIDS (ABOVE). LEAVES KAYAK (BELOW) WITH LEG FLYING

CAROLINE VAN LANDSCHOOT LOSES BALANCE (ABOVE). GOES OVER (BELOW)

Since the war thousands of French men and women have added to bicycle riding a new and more red blooded sport, shooting river rapids in kayaks. Being orderly sportsmen, they have divided rivers into five classes, from the slow-moving and easy (Class 1) or swift to the swiftest and most dangerous (Class 5). One Sunday

afternoon the Kayak Club of France picked the Cure River, a Class 3 stream with some Class 4 obstacles, for one of their parties. Parts of the Cure require maneuvering among the rocks and through shallows, other parts have twisting jumps that guarantee the combined thrills of ski jumping and bronco-busting.

The club members kayaked 12 miles downstream and all along the way were delightfully tossed about. Almost everyone suffered cuts and bruises from collision with rocks or from scraping along the riverbed. The club president observed, "The river was not too deep. If it had been, most of us would have drowned."



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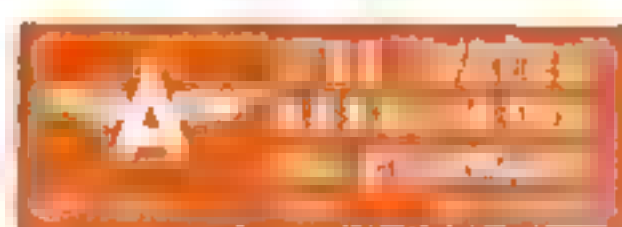
New VEEDOL High-Detergency Motor Oil, produced by Tide Water Associated Oil Company's great team of scientists, is the end-product of literally thousands of laboratory tests, plus exhaustive road tests that were *truly* thorough, *truly* conclusive!

New, scientific ingredients together with the superior characteristics of 100% Pennsylvania oil give the new VEEDOL High-Detergency Motor Oil its heavy-duty characteristics and outstanding strength. This great new oil gives better piston seal, keeps

engines far cleaner, fights piston contamination and corrosive by-products. When tested on a comparative basis, new VEEDOL High-Detergency Motor Oil showed as much as 18 times the capacity to neutralize acids. It is highly dispersive, allowing contaminants to remain harmlessly suspended until removed by draining.

Of all the high-detergency motor oils...new VEEDOL High-Detergency Motor Oil is *one* oil designed for top performance under *all* conditions! The kind of oil car manufacturers recommend for use in your car!

For more power for your car... for thousands of extra miles...get new VEEDOL High-Detergency Motor Oil!



**FEDERAL TIRES... Good for a long safe ride!**



GALLANT KAYAKER HEADS FOR SHORE WITH CAROLINE VAN LANDSCHOOT,



WARM CLOTHES are put on by Caroline, with assistance of mother-in-law-to-be (right), who is also a kayak enthusiast. Friends hold up a coat as screen.





WHO INJURED HER KNEE WHEN BOAT OVERTURNED IN THE RIVER (P. 155)



WET LUNCH is eaten by Serge Delor, the club clown, who uses his paddle as table for a sandwich he had retrieved after it had fallen into the water.

# New! COLGATE Chlorophyll Toothpaste DESTROYS BAD BREATH

Originating in the Mouth.



Here is the magic power of chlorophyll to destroy bad breath originating in the mouth! Colgate Chlorophyll Toothpaste in most cases acts quickly . . . acts thoroughly . . . and the purifying action lasts for hours! Keeps your breath sweet and fresh longer!

## Now! The Full Benefits of a Chlorophyll\* Toothpaste in a New, Exclusive Colgate Formula!

Now Colgate brings you wonder-working chlorophyll in the finest chlorophyll toothpaste that 146 years of experience can create . . . Colgate Chlorophyll Toothpaste!

### How Colgate Makes Chlorophyll Work For You!

Nature herself makes chlorophyll and puts it in all green plants to enable them to live and grow. But science must break down this natural chlorophyll into a usable, effective form (water-soluble chlorophyllins) — before it can help you against bad breath, tooth decay, common gum disorders.

That's why Colgate's experience and skill in creating an exclusive formula is important to you. In new Colgate Chlorophyll Toothpaste you get the benefits of these water-soluble chlorophyllins in a safe, pleasant form!

For real help against bad breath originating in the mouth . . . common gum disorders . . . tooth decay . . . use Colgate Chlorophyll Toothpaste after eating. It's the finest chlorophyll toothpaste the world's largest maker of quality dentifrices can produce!

### COLGATE'S GUARANTEE:

Try Colgate Chlorophyll Toothpaste for one week. If you're not satisfied that it's the most effective, pleasantest chlorophyll toothpaste you've ever tried, send back the tube and Colgate will give you double your money back, plus postage! Colgate-Palmolive-Peet Company, 105 Hudson Street, Jersey City 2, N. J.

\*Contains water-soluble chlorophyllins.

### Fights Tooth Decay!

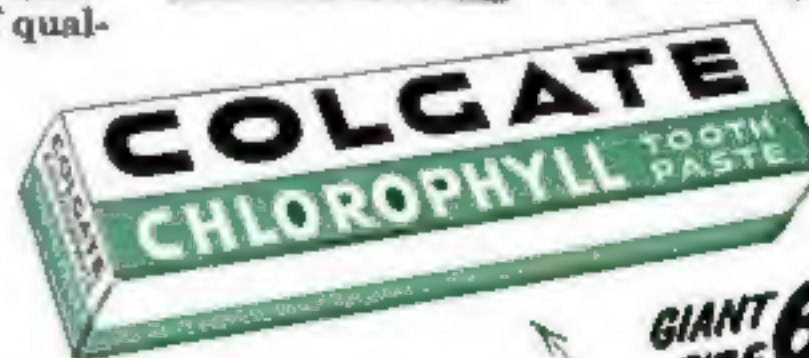
Every time you use Colgate Chlorophyll Toothpaste—especially right after eating—you act against the destructive acids that are a cause of tooth decay . . . actually help retard their formation!



### Checks Common Gum Disorders!



Tests show chlorophyll promotes healthy gum tissues. Colgate Chlorophyll Toothpaste brings you the effective benefits of chlorophyll to help you care for sore, tender gums.



GIANT  
SIZE 69¢  
LARGE  
SIZE 43¢

Tested And  
Guaranteed by **COLGATE!**





## TOO LAZY TO LEAVE

The contented-looking creature clutching the base of a tree in French Guiana is a sloth. Since he is near the ground, the chances are that he is not really contented at all. With legs and claws designed for walking upside down in trees, the 2-foot-long sloth is at his worst on the ground where he crawls about, right side up, with great difficulty.

Also this sloth is out in broad daylight when, being nocturnal, he should be asleep in a tree, his hair discolored by green algae to make him resemble a mossy bough. Any other animal in such an unfavorable position would clear out in a hurry. But being a sloth, this one is apt to sit here for a couple of hours before doing anything about it.





**Mr. Charles Revson**—distinguished president of Revlon Products Corp. — started as a retail clerk, became a packer in the garment industry, then sold cosmetics. Mr. Revson was so impressed with the growing demand for nail enamel that, in 1932, with his brother and a chemist friend, he started his own firm—and developed a superior nail enamel, "Revlon". He has since marketed other products—and made Revlon nail enamel the world's largest seller.



**It is for men like Mr. Revson** who seek a finer whiskey that Lord Calvert is *Custom Distilled* and blended . . . to achieve an outstanding combination of rare taste and distinctive, satin-smooth lightness. So jealously is Lord Calvert's *Custom Distilled* quality guarded that each bottle is numbered and recorded at the distillery. Tonight, discover how *Custom Distilled* Lord Calvert, the "whiskey of distinction," can make *your* next drink a far, far *better* drink.

## For Men of Distinction...**LORD CALVERT**

BLENDED WHISKEY • 86.8 PROOF • 65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS CORPORATION, NEW YORK CITY



See why  
**LUCKIES**  
TASTE  
BETTER!



How to prove to  
yourself Luckies are  
made better—to taste  
cleaner, fresher, smoother

Strip the paper from a Lucky by carefully tearing down the seam from end to end. Be sure it's from a newly opened pack, and that you don't dig into the tobacco. Then gently lift out the tobacco.



Here's why Luckies taste cleaner: You can see that Luckies hold together without crumbling—without loose ends to get in your mouth and spoil the taste. Lucky Strike remains a perfect cylinder of clean tobacco—round, firm and fully packed.



Here's why Luckies taste fresher: Note how free Luckies are from air spaces—those "hot spots" that give you a hot, harsh taste. Luckies' long strands of fresh, good-tasting tobacco give you a fresh, smooth smoke.



Here's why Luckies taste smoother: L.S./M.F.T., Lucky Strike means fine tobacco—fine, light, naturally mild tobacco. So, for a smoke that's *cleaner, fresher, smoother*, for tobacco that's truly mild, for a cigarette that tastes better... make your next carton Lucky Strike!

FOR A CLEANER, FRESHER, SMOOTHER SMOKE...

Be Happy-**GO LUCKY!**

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AMERICA'S LEADING MANUFACTURER OF CIGARETTES

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